Preliminary Bureau Draft
Confidential - Not for publication

OUTLOOK FOR FARM-FAMILY LIVING FOR 1937

Summary

For the United States as a whole, the 1936 gross cash income from agriculture is continuing the upward trend begun in 1933, and, according to preliminary estimates, represents an increase of approximately 11 percent over 1935 income. This general increase in 1936 is expected in spite of the severe drought of the summer that destroyed crops and pastures over a considerable area. Probably much of the effect of this drought on income and resources will not be felt until 1937, and its influence on farm income will be chiefly regional. The outlook for the 1937 income from agriculture the country over is a continuation of the upward trend of 1933-36.

The improvement in income in the first half of 1936 reflected a larger volume of farm products marketed, together with the higher prices received for meat animals, dairy products, and fruits. The improvement in income during the second half of 1936 is reflecting chiefly the higher prices of nearly all groups of farm products, together with the considerably heavier marketings of meat animals. Payments by the Agricultural Adjustment Administration to farmers will be substantially smaller in 1936 than in 1935.

As usual, reports for 1936 are showing wide regional differences in percentage gains in agricultural income over the preceding year. The part of the country that benefited most in the first 8 months of this year, taking income from farm marketings and Government payments together, is the West North Central States, with a 21 percent gain over the same period last year. This increase was due in part to the higher price levels for grain and livestock, together with the greater volume of marketings of meat animals. There probably was some liquidation of livestock in consequence of the drought.

The region in which income from marketings and Government payments was no higher in this period is the South Central States, with a 2 percent decrease in the first 8 months of 1936 as compared with the same period last year. An increase in receipts from farm marketings in this region was offset by smaller Government payments.

In 1937, as in other years, members of many farm families will be supplementing farm income by earning away from home. Such earnings off the farm the United States over will run into millions of dollars. Considerable additional income which cannot be estimated in amount at present comes to the farm from such miscellaneous sources as real estate, investments, tourist trade, and the sale of handicrafts and prepared food.

Increases in net income from agricultural and non-agricultural sources, lower interest rates, and long-time financing plans for debts will tend together to increase the cash available for farm-family living in 1936, considering the country as a whole. In some sections, however, especially where the drought greatly reduced the home food supply as well as cash crops, money for current living probably will be provided many families through benefit payments and subsistence grants in the last half of 1936 and into 1937. For such families there will be little or no choice in spending because the limited relief payments will barely cover such necessities as food.

In general, however, it would seem that farm families will have more money to distribute among items of family living, in spite of the fact that farm equipment, farm buildings, and livestock for replenishing herds will doubtless claim a goodly share of the increase in income. Increased cash available for family living may be offset in part by higher prices of food and of some other commodities.

Retrenchments made in family living because of the limited funds available during the depression continue to affect the distribution of increased funds for family use. In view of adjustments already made, it seems probable that increased resources in 1936-37 will go to food, furnishings, household operation, medical care, and clothing, somewhat in the order of naming these items. Major home improvements probably will be made by many families in 1937. In areas where electric lines are being extended and the cost of electricity is being reduced to farm families, some of the increase in income may go for wiring, electric service, and electrical appliances.

Greater use of cooperative purchasing associations is indicated by the fact that both retail and wholesale organizations have increased in number, in size of business, and in variety of commodities handled in 1936. This trend probably will continue into 1937. Various governmental agencies will continue to work for consumer protection and to publish material for consumer education in 1937. The demand for information of this kind is on the increase.

Farm Income Continues to Increase

The upward trend in the gross cash income received from agriculture, begun in 1933, is continuing in the calendar year 1936. This is true for the United States as a whole even though the severe drought of the summer of 1936 devastated crops and pastures in a large area. While the effects of the drought on farm income in some regions probably will be evidenced in reduced supplies of crops for sale in the first half of next year and smaller livestock supplies in 1937, it is expected that farm income in 1937 for the United States as a whole will continue the upward trend of 1933-36.

Preliminary estimates for 1936 indicate a total of approximately $7,850,000,000 to be received from the sale of farm products and from payments by the Agricultural Adjustment Administration. This figure represents an increase of 11 percent over the $7,090,000,000 received in 1935, and an increase of 81 percent over the low point reached in 1932.

Gross cash income from farm marketings including Government payments, and income available for operators' labor, capital, and management, United States, 1924-1936

Year	Gross cash income	Cash available for operators' labor, capital, and management	Year	Gross cash income	Cash available for operators' labor, capital, and management
	Million dollars	Million dollars		Million dollars	Million dollars
1924	9,785	5,799	1931	5,899	2,393
1925	10,324	6,134	1932	4,328	1,492
1926	9,993	5,520	1933	5,117	2,683
1927	10,016	5,637	1934	6,348	3,467
1928	10,289	5,596	1935	7,090	4,538
1929	10,479	5,669	1936	1/7,850	-
1930	8,451	3,863			

1/ Preliminary.

The improvement in income in the first half of 1936 over the corresponding period of 1935 reflected a larger volume of farm products marketed, together with the higher prices received for meat animals, dairy products, and fruits. The improvement in income during the second half of 1936 is reflecting chiefly the higher prices of nearly all groups of farm products, together with the considerably higher marketings of meat animals. Payments by the Agricultural Adjustment Administration to farmers will be substantially smaller in 1936 than in 1935.

The regional distribution of the increases in cash receipts from the sale of farm products in 1936 is somewhat different from last year. In 1935,

the largest income gain occurred in the East North Central States, while the South Atlantic States showed no gain. So far in 1936 the increase has been largest in the West North Central States. This increase is due in part to the higher price levels for grain and livestock, together with the greater volume of marketings of meat animals. There probably was some liquidation of livestock in consequence of the drought. Substantial gains are also expected in 1936 in most of the other regions, with probably a more moderate gain in the South Central States. Cash receipts from farm marketings in the first 8 months of 1936 were larger in every State except Kentucky and South Carolina than in the same period of 1935. However, the smaller Government payments in the first 8 months of 1936 offset the gains in income from farm marketings in North Carolina and most of the South Central States. Changes in regional income from farm marketings and Government payments in the first 8 months of 1936 as compared with the same period in 1935 appear below:

Percentage increase in income from farm marketings and Government payments, the first 8 months of 1936 compared with the first 8 months of 1935, by regions

Region	Percentage increase
North Atlantic States.....	15
East North Central States.....	17
West North Central States.....	21
South Atlantic States.....	10
South Central States.....	-2
Western States.....	15

Outside Income Important

Many farm families are continuing in 1936 to supplement their cash farm income through earnings from employment away from the farm. The 1935 farm census showed that 30.5 percent of all farm operators spent some of their time working for pay off the farm during 1934, the total time so spent amounting to more than 200,000,000 days. If this time were valued at $1.50 per day, the average rate of wages paid by farmers for help without board in 1934, the income obtained by such outside work would amount to at least $300,000,000. Probably the earnings amount to more than this estimated figure, inasmuch as 71 percent of the time was spent in nonagricultural work which ordinarily pays a higher rate of wages than is paid for farm help, and since some of this work also involved a return for use of the operators' farm equipment.

A substantial amount will be paid by the Government to farm families in return for work on WPA projects, or as direct relief. Incomes of many families in drought-stricken areas have been cut so drastically that in the latter half of 1936 and into 1937 large numbers will be dependent on direct or work relief.

Some farm families also obtain income from miscellaneous sources, such as real estate and other investments, tourists, boarders, and from the sale of handicraft articles and prepared food items. As yet, there are no data for estimating the amount so received.

Although the largest part of the income received by farmers comes directly from farm operation, income from sources just mentioned is important. In 1934, the inclusion only of the above estimates of earnings for work off the farm would have increased the actual farm cash income available to farm operators from 10 to 20 percent. Many families will continue in 1937 to supplement farm income by these various means.

More Cash for Family Living

In 1936 there will be an increase in income available for family use, considering the average for the United States. The gain over 1935 in the total cash available for farm operators' labor, capital, and management is due in large part to a probable increase of approximately $760,000,000 in cash from farm marketings in 1936. The higher prices farmers are paying for commodities used in production are offset to some extent by the smaller expenditures accompanying the smaller crops of 1936. Lower interest rates and refinancing under longer amortization plans are likely, in 1936, to improve still further the farmers' situation with regard to yearly debt payments.

How much of the increase in cash available from farming the country over will be devoted to family living is difficult to estimate. There is evidence that the years 1934-36 have witnessed some restocking of household inventories. Farmers' expenditures for machinery, automobiles, building materials, and other capital equipment have increased sharply in the last 2 years, but the condition of farm equipment, especially buildings, is still well below normal. Particularly in the West North Central States, the liquidation of livestock brought about by the drought will lead many farmers to buy stock next year to build up their herds, and to this extent in the drought area will reduce the cash available for family living.

Prices Farmers Pay to be Somewhat Higher

Prices paid by farm families for goods used for family living were a little lower in the first 6 months of 1936 than in the corresponding period of 1935 but an upward trend is expected in the last half of 1936.

The decline in the first half of 1936 was almost wholly accounted for by a drop of 7 points in the index of food prices from its high point of 121 in June 1935. The remainder of the decline was due to a slight recession in prices of clothing, operating expenses, furniture and furnishings. Retail prices of "building materials for house" in June 1936 were only slightly higher than a year earlier.

Index numbers of prices paid by farmers for commodities used for family maintenance

Item	Month	1935	1936
Food.....	March	118	114
	June	121	114
Clothing.....	March	128	124
	June	124	123
Operating expenses.....	March	106	107
	June	106	104
Furniture and furnishings.	March	137	135
	June	136	134
Building materials for house.....	March	151	153
	June	153	154
All commodities.....	March	124	122
	June	124	121

September 1936 indexes of the U. S. Bureau of Labor Statistics of wholesale prices of fuel and lighting and of house furnishing goods are appreciably higher than a year ago. If changes occur in the retail prices of these articles, it is probable that they will be upward.

Except perhaps for leather goods, no marked change is expected during the next few months in the price of clothing. Wholesale hide and leather prices have been higher during the last year than for any year since 1930. Retail prices of shoes are somewhat higher than a year ago.

Some increase in food prices has taken place in recent months and a further rise is anticipated before the end of 1936. The Bureau of Labor Statistics' retail index for all foods for September 15, 1936, was 5.2 percent higher than for the corresponding period one year earlier. Their indexes for dairy products and fruits and vegetables are now much higher than at this time last year. During November and December a seasonal price advance may be expected in dairy products, eggs, and some fruits and vegetables, but in all probability a downward trend in prices of dairy products and eggs will occur from January to late spring. Apples and potatoes probably have reached their seasonal low price, and an upward trend in price of these products until early summer may be expected. Meat prices during the first half of 1937 probably will be about the same as in the corresponding period of 1936, but in the second half of 1937, they will average considerably higher. Prices of pork products may show about the usual seasonal decline from now until the end of the year, after which a considerable advance is probable from February to April, followed by some seasonal decline until midsummer. However, the seasonal decline in the price of pork products in the late spring and early summer of 1937 may be less than usual because of the reduced supply available and because of improved consumer-purchasing power.

Adjusting Family Expenditures

Yearly per capita expenditures for farm-family living are low, usually falling between $75 and $200 (1935 price levels). However, only part of the necessary goods and services must be purchased; some can be home-produced. Even with rising cash incomes in 1936 and 1937, the family must still decide how it can best use its cash and other resources.

Retrenchments in expenditures during the last few years when incomes were extremely low have considerable bearing on the probable distribution of increased funds for family living in 1936-37. One of the first adjustments that many farm families made to the depression was to purchase less food (often of lower quality) and less, in particular, of the highly-processed foods, as baked and canned goods. To compensate for this reduction, they consumed more farm-furnished and home-processed goods. Both in 1934 and 1935, however, account-book summaries show that expense for food took a large share of the increased cash available for family living. As yet, this increase in food purchasing does not seem to be accompanied by any lessening in the consumption of farm-furnished food.

In view of adjustments recently made in the purchase of items other than food, it seems probable that the increase in income of many families in 1936-37 will go to furnishings and household operation, education, medical care, and clothing. The order of naming these items probably is in line with their urgency of demand for many farm families, but the most immediate needs of any individual family depend, of course, on the purchasing adjustments of the recent past, and on special circumstances or emergencies.

In 1937, more farm families probably will make major improvements in housing such as installing bathroom equipment or making structural alterations or additions to the house. Stimulated by the Government rural electrification program, the electrification of farms has continued to show marked progress. According to the Edison Electric Institute, more farms were connected to electric lines during the first 6 months of 1936 than in any 12-month period since 1929. Over 70,000 farms were given electric service from January to June of this year, bringing the total of electrically-connected farms up to 860,000.

If progress continues at the present rate there might easily be 1,000,000 electrified farms in 1937. In areas where electric lines are being extended, many farm families in 1936-37 will devote a larger amount of the cash income to wiring and the purchase of electrical appliances.

Food and Fuel from the Farm

Farm-furnished food comprises from two-thirds to one-half of the total value of food (valued at prices farmers would have paid if they had purchased food of similar quality and in similar quantity from neighbors or at stores, prices between those at the farm and at retail outlets). Since many of the foods needed for nutritionally superior diets can be home-produced in most sections of the country, the extent and character of the home-production program should continue to receive attention in 1937. Fully adequate diets usually include more tomatoes, more leafy, green and yellow vegetables, more milk, eggs, and lean meat than others, but about the same quantities of bread and cereals, potatoes, fats, and sugars. Failure of home-production programs on account of the widespread drought means that many families who normally produce a large share of a better-than-average food supply will, until the growing season of 1937, depend to a greater extent than usual on purchased food.

The chief item other than food furnished by the farm for family use is fuel. From general observation and recent annual reports of extension agents, it would seem that there is on the whole a lessening of home-production of fuel for family use as income increases. This tendency toward decreased home-production of certain goods probably will continue in 1937.

Furthering Consumer Interests

With cash income and consumer purchasing power on the increase, cooperative purchasing associations and consumers' cooperatives have experienced, along with other agencies, a rapid growth in business during the last few years. Many new local retail associations have been organized in both rural and urban districts. Likewise, cooperative wholesale organizations have increased, in both numbers and size of business during 1936. Increased earnings and assets and greater services for members have been the result.

The 1936 survey made by the Farm Credit Administration shows that many cooperatives handling farm supplies also handled products used in family living. Out of about 2,000 associations reporting in 1936, 45 percent handled petroleum products; 23 percent, flour and groceries; 16 percent, general merchandise; 12 percent, coal; and 2 percent, clothing. This trend in cooperative purchasing bids well to continue in 1937.

Cooperative buying and the pooling of food orders probably will be used to obtain price concessions in the drought-stricken areas where cash available for family living is extremely low. In many States considerable assistance will be given by some governmental agencies to see that necessary supplies are available for purchase when the monthly subsistence grants and rehabilitation loans are received.

In view of the notably lower health status of low-income families, there is considerable interest in furthering plans for securing preventive and curative medical service on a subscription or a cooperative basis.

Various divisions of the Government service continue to serve the consumers' interests and to publish material for consumer education. The Consumers' Counsel of the Agricultural Adjustment Administration will in 1937,

in addition to publishing the Consumers' Guide bi-weekly, develop programs, exhibits, and reading matter for consumer study groups. The Counsel is now organizing special clip-sheet services on consumer news for cooperative societies, for women's magazines and other periodicals. The Bureau of Home Economics which serves consumer interests in many ways will be adding in 1937 to its list of publications on quality guides for consumer buying and continuing to publish information basic to consumer choices. The Bureau of Agricultural Economics is working to further the use of standardized grades for food in retail markets. The Consumers' Project of the U. S. Department of Labor and other governmental agencies are preparing various types of economic information of help to consumer-buyers. The demand for material of these kinds will doubtless increase in 1937.

United States Department of Agriculture
Division of Cooperative Extension
and Bureau of Home Economics

SUMMARY OF 1937 OUTLOOK FOR FARM-FAMILY LIVING

General Situation in 1936 as Compared With 1935

Gross cash income from agriculture approximately 11 percent higher with considerable variation from region to region.

Higher prices farmers are paying for commodities used in production somewhat offset by smaller expenses accompanying smaller crops of 1936.

Earnings from work off the farm and income from miscellaneous sources substantial; a considerable amount paid by Government to farm families as direct or work relief, especially in drought areas.

Lower interest rates and refinancing under longer amortization plans this year improve financial situation of many farm families.

Prices paid for "all goods" for family living lower in first 6 months of 1936; average expected to be slightly higher in last 6 months. Prices of all foods 5 percent higher this September than last, with dairy products and fruits and vegetables much higher. Some further rise in food prices anticipated before the end of 1936.

Clothing prices about the same with exception of shoes which are higher in view of increased price of wholesale hide and leather. Wholesale prices of building materials for home, fuel and lighting, and house-furnishing goods appreciably higher in September 1936 than in same month of 1935.

1937 OUTLOOK	WHAT TO DO ABOUT IT
<u>Cash for Family Living</u>	
Somewhat higher; unequal in regions; extremely limited in some sections of drought areas.	Review your long-time and yearly goals before making financial decisions.
Still competing with farm business; condition of farm equipment, especially buildings, still considerably below normal.	Write down your farm and home financial plan for 1937, basing it on your estimate of last year's business and family spending.
	Keep records to locate leaks in spending. Records will also give you data upon which to base your next year's plans.

1937 OUTLOOK-Contd.	WHAT TO DO ABOUT IT
Probable Price Trends for Family Living for First Half of 1937	
"All goods." Not much change: possibly slightly higher.	Before buying look for and study grade labels or any other information found on articles you purchase.
Food: Prices of "all foods" may be slightly higher. Meat prices in general probably about same in first half of 1937 as first half of 1936; will average higher in second half of 1937. Pork prices may advance from February to April and decline somewhat until midsummer. Downward trend in prices of dairy products and eggs from January to late spring. Upward trend of apples and potatoes until early summer.	Keep records of only one item, such as auto expense or clothing, if you think you can better your buying habits by doing so.
Clothing: No marked change except for leather goods, which may be higher.	
Goods and services for household: House furnishings and fuel and light may be higher.	
Adjustments in Family Expenditures	
Use of increased cash will vary with recent adjustments and immediate needs of individual families.	List needs for both farm and home. Counsel together before deciding to spend available funds.
Increase will probably go for furnishings, house operation, education, medical care, and clothing, in the order named.	Figure out for yourself if it is better to make or buy supplies for certain family needs.
More families probably will make major improvements in housing. A larger amount of cash income than usual may be spent for electrical appliances.	If electricity becomes available in your community obtain from your county agents information on financial planning for electrification, wiring, lighting, and how to choose equipment and its care.
In some sections of drought areas, many families will have to spend most of the available cash for food during the first half of 1937.	

1937 OUTLOOK-Contd.	WHAT TO DO ABOUT IT
Adjustments in Home Production	
Interest in home-food production programs will continue.	Make a yearly food budget; determine which foods can be raised and which should be bought; make production and purchasing plans; budget cost of food to be purchased against expected cash income for 1937-38. Keep food accounts. Produce high quality food products. Improve food storage facilities. Know approximate replacement value of foods furnished by the farm. Adopt as a base a "minimum-cost adequate," or, if necessary, a restricted emergency food plan; improve the plan with available home-produced foods; each month make a list of food needs and weekly or monthly marketing lists. Practice food-buying economies. Plan meals ahead. Provide at least minimum requirements of protective foods. Satisfy food requirements of family before selling protective foods. Conserve health of family, especially of children.
Production of fuel may decline.	Provide wood, coal, or other fuel from farm if possible.
Adjustments in Purchasing Practices	
Increases in number of cooperative purchasing associations and consumers' cooperatives and in their volume of business expected to continue.	Study the advantages and disadvantages of cooperatives in your county. Study cost of credit, for example, cash versus instalment buying.
Plans to obtain preventive and curative medical service on a subscription or a cooperative basis will be furthered.	Cooperate with local organizations in community preventive medical care services.
Programs of Federal agencies to serve consumers' interests will be continued. Some new projects are planned for 1937.	Ask your county home demonstration agent for literature that will help you become a better consumer.

Extension Service
U. S. Dept. Agr.

Brief Report of Discussion by Delegates from Eastern States

to

OUTLOOK CONFERENCE

October 1936*

All the Eastern States were represented at the Outlook Conference. These representatives met for a short session and discussed the application of the Outlook to the eastern region.

The general situation, including the 1937 Outlook for Farm Family Living, is as follows:

1. Gross cash income from agriculture approximately 11 percent higher in 1936 than in 1935.

2. Upward trend will probably continue in 1937.

3. Payments by AAA to farmers will be substantially smaller in 1936 than in 1935.

4. Financial situation of many farm families has improved because of lower interest rates and refinancing under longer amortization plans this year.

5. Additional income earned by farm people from outside sources runs into millions of dollars. This includes real estate, investments, tourist trade, sale of handicrafts and prepared food.

6. Increase in available cash for farm family living for 1936-37 probably will go for food, furnishings, household operation, education, medical care, clothing. In some areas additional income may be spent for electricity in the home.

7. An upward trend in retail food prices is evident during the latter half of 1936. (September 1936, retail index of all foods 5 percent higher than for corresponding period in 1935.) Prices of "all foods" may be slightly higher in 1937. Dairy products, fruits, and vegetables much higher now than at same time 1935. A downward trend in prices of dairy products and eggs is expected from January till spring, with upward trend of apples and potatoes until early summer. Meat prices first half of 1937 will probably be same as first half of 1936, but will average higher in second half of 1937.

8. Food production (gardens, poultry, dairying) for home use will continue to receive major attention during 1937.

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*Summary prepared by Florence L. Hall, Senior Home Economist, Eastern States, Extension Service, U. S. Department of Agriculture.

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9. No marked change is expected in clothing prices during the next few months, except that prices of shoes and other leather goods may be higher.

10. Retail prices of "building materials for house" only slightly higher in June 1936 than a year earlier. Wholesale prices of fuel, lighting, and house-furnishing goods appreciably higher in September 1936, than a year earlier.

11. More farm families will probably make major improvements in housing, such as installing bathroom equipment, and making alterations and additions to the house itself.

12. Greater use of cooperative purchasing associations is indicated by the fact that retail and wholesale cooperative organizations have increased in number and size of business in 1936. This trend probably will continue into 1937. Governmental agencies will continue to work for consumer protection and to publish material for consumer education. Demand for information of this kind is increasing.

Questions considered by delegates from Eastern States:

How will Outlook material be presented in your State -- to extension workers? To farm families? To 4-H clubs?

In view of the Outlook, what are your recommendations regarding the home-produced food supply?

How may home accounts be used to greater advantage? Can more farm families be helped to do better financial planning by keeping home accounts? By other methods?

What changes do you suggest in your program for consumer education?

What are your plans for acquainting farm families with the program of the Farm Credit Administration?

I. Presenting the Outlook for farm-family living.

a. Reports will be made by Outlook Conference delegates to the extension director and home demonstration leader; conferences will be held with members of State staff; Outlook report with charts will be presented to home demonstration agents at annual extension conferences.

b. The States will present Outlook to farm families through printed circulars, mimeographed reports, news articles, radio talks. West Virginia will embody Outlook material in 1937 series of circulars, Adventures in Broader Living.

c. None of the States reported using Outlook material with 4-H club members. It was suggested, however, that Outlook delegates confer with State 4-H club leaders and county club agents on return to States as to ways of

incorporating Outlook in the 4-H club program. One good way to interest club members, it was thought, would be through their garden projects, showing them by charts the cash value of home-produced food; showing also the lack of adequate diets in many farm families. It was suggested that club members might be guided in discussing family budgets and the large proportion of money spent for food in most families, leading them to an application of the value of home produced food supply.

II. The home-produced food supply.

It was agreed that we need to continue emphasis on the home-produced food supply, even though more cash is available for farm-family living. More farm families need to be encouraged to develop budget gardens and canning budgets based on health requirements. Home-management specialists need to discuss with specialists in farm management, dairy, poultry, crops and marketing, the contribution the home-grown food supply makes to family living in terms of actual financial saving as well as in health protection. It was suggested that at joint meetings of men and women the home-management or nutrition specialist and one or more agricultural specialists could present these ideas.

In Vermont it is planned to have the 1936 annual extension conference center on health, discussing the contribution each of the programs - agricultural, home demonstration, 4-H club work - makes to the health of rural families in the State.

The March issue of the West Virginia circular, Adventures in Broader Living, will have as a title "A $12,000 Enterprise" (the cash value of food for a farm family of four until the two children reach the age of self-support.

It was suggested that the home demonstration workers need to enlist interest of local farm agents in garden projects to determine growing season for early and late vegetables, to figure cost in land and labor, to consider economy in use of labor in home gardening, to consider the dollar-and-cents return of a garden to a family in health and satisfaction.

III. Home accounts.

In States which have summaries of home accounts, it is well to present them with the Outlook at meetings of farm people. In States which do not have these, summaries from other States may be used. It was pointed out that one problem in home accounts is to get the family to finish the first year's account. Some States find it a successful method to have the home-accounts group meet as a group for the first 3 months. After that the specialist and agent make periodic home visits to check with individual account keepers, to answer questions, and to give suggestions. It was brought out by members of the group that it might be well for the extension service to adapt the farm family financial planning outlines used by the Resettlement Administration for use in the States. Having the farmer and his wife go through their financial plans for the year together has a certain value, whether or not they keep records.

There is need, it was reported, for having all extension workers in a State familiar with the data obtained from home accounts, and having specialists use these data as a guide in program planning.

IV. Consumer education.

It was brought out that consumer education for the most part is connected with each project. In most cases the specialists assume the responsibility for this feature in their several lines. The New York delegate reported that she expects to issue service letters every month or so, combining the Outlook material with consumer suggestions; i.e., "When you buy flour", including a description of different kinds of flour with a paragraph on the wheat situation and the outlook for prices of wheat and flour.

V. Plans for acquainting farm families with the program of the farm credit administration.

Several State delegates reported that arrangements have already been made to have Miss Julia Newton of the Farm Credit Administration, or her assistant, Miss Barbara Van Heulen, participate in their annual extension conference, explaining the program to extension workers. It was pointed out that many farm women do not believe in borrowing money, and that they need to have a thorough understanding of the advantages of using credit.

United States Department of Agriculture
Bureau of Home Economics
Bureau of Agricultural Economics
Extension Service

CONFERENCE ON THE AGRICULTURAL OUTLOOK AND FARM-FAMILY LIVING
Washington, D. C. October 26-31, 1936

MONDAY, OCTOBER 26

Outlook Program -- Joint Session

Auditorium, South Building
Eric Englund, Chairman

Opening remarks - A. G. Black, Chief, Bureau of Agricultural Economics - - - - - - - 9:00 A.M.
Announcements - 9:15 A.M.
Business conditions, demand, and the price situation - - - - - - - - - - - - - - - - 10:00 A.M.

Lunch - 12:30 P.M.
(Luncheon may be secured in Room 6953 for 50 cents)

Farm-family living - 1:30 P.M.
Credit - 2:30 P.M.
Poultry and eggs (including turkeys) - 3:30 P.M.

Get-together dinner -- Cafeteria, U. S. Department of Agriculture - - - - - - - - - 6:30 P.M.
C. W. Warburton, Director of Extension Work, Toastmaster

TUESDAY, OCTOBER 27

Room 6026-32 - South Building

Living Expenses of Farm Families - 9:00 A.M.
Hazel K. Stiebeling, Chairman

The farm-family living program: Plans for week - - - Louise Stanley

Summary of 1935 household accounts from
different States - - - - - - - - - - - - - - - - - - Calla Van Syckle

Significance of family living research to
Extension programs - - - - - - - - - - - - - - - - - Mary Rokahr

Expense for household operation, furnishings,
medical care, and other items:
Studies in the United States, 1920-1935 - - - - Medora M. Ward
Continuous records, 84 families, 1932-1935 - - - Ruth C. Freeman, Illinois

Lunch - 11:45 A.M.

Living Expenses of Farm Families (continued) - 1:30 P.M.
Florence Hall, Chairman

Report on study of consumer purchases - - - - - - - Day Monroe

Family nutrition and some problems of food supply - - Hazel K. Stiebeling

Under what conditions is home-food production
economically justifiable? - - - - - - - - - - - - - - May Cresswell, Mississippi
- - Janet Cameron, Virginia
D. C. Wood, Missouri

Adjustment of farm-food budgets in drought areas - - Miriam Birdseye

WEDNESDAY, OCTOBER 28

Room 6026-32 - South Building

Farm-Family Financial Plans - 9:00 A.M.
Louise Stanley, Chairman

What farm women should know about farm credit - - - - Julia Newton, Farm Credit Administration

Savings and investments in relation to farm-family living - - - - - - - - - - - - - - - - - Jessie D. Hinton, Maryland

Farm-family finances; an educational program for farm women - Edna M. Cobb, Maine

Budgets for Resettlement families - - - - - - - - - - - Lucile Reynolds, Resettlement Administration

Lunch - 11:45 A.M.

Progress in Consumer Education - 1:30 P.M.
Day Monroe, Chairman

Recent progress in standardization of consumer goods - - - - - - - - - - - - - - - - - - - Ruth O'Brien

Progress in consumer education - - - - - - - - - - - - Mary Taylor, A.A.A.

Consumer education projects - - - - - - - - - - - - - Mary Miller, Minnesota
Lucille J. Williamson, New York

WEDNESDAY EVENING, OCTOBER 28, 8:00 P.M.
Auditorium, South Building
Roy F. Hendrickson, Chairman

A special showing of motion pictures prepared by various European Governments for presenting agricultural information and advancing programs of action. Included also will be several motion pictures prepared by the Department and other Government agencies.

THURSDAY, OCTOBER 29, 1936

Room 6026-32 - South Building

Farm-Family Living Conference - 9:00 A.M.
Louise Stanley, Chairman

Cooperatives in rural areas - - - - - - - - - - - - - Panel Discussion

Application of conference discussions to 1937 extension programs: discussion
- Credit and investment - - - - - - - Elisabeth L. Speer, Tennessee
- Consumer buying - - - - - - - - - - Pauline E. Gordon, North Carolina
- Account keeping - - - - - - - - - - Viola C. Meints, North Dakota
- Home-production programs - - - - - Ida C. Hagman, Kentucky

Lunch - 12:00 M.

Auditorium, South Building
Eric Englund, Chairman

What is ahead for Agriculture? Outlook on problems and policies - - - - - - - - 1:30 P.M.

Regional application of the Outlook
Address by H. R. Tolley, Administrator, A. A. A. - - - - - - - - - - - - - - - - - 3:00 P.M.

FRIDAY, OCTOBER 30
Auditorium, South Building

H. M. Dixon, Chairman

Plans for using Outlook information in connection with the County Planning Project - 9:00 A.M.

Vermont - - - - - - - - - - - H. R. Varney
Indiana - - - - - - - - - - - J. C. Bottum
Montana - - - - - - - - - - - H. G. Bolster
Tennessee - - - - - - - - - - J. H. McLeod

Cooperative Economic Extension Work for the farm and home - - - - - - - - - - - - - - 11:30 A.M.

Missouri - - - - - - - - - - D. B. Ibach
Iowa - - - - - - - - - - - - Fannie A. Gannon

Lunch - 12:30 P.M.

Regional Conferences on Farm-Family Living - 1:30 P.M.

The adaptation of the national outlook to regional situations

Central Region, Grace E. Frysinger, Chairman - Room 6032
Eastern Region, Florence L. Hall, Chairman - Room 6038
Southern Region, Ola Powell Malcolm, Chairman - Room 6039
Western Region, Madge Reese, Chairman - Room 6031

Room 6032 - South Building

Materials and methods used in presenting Farm-Family Living Outlook to adults and 4-H Club members - 2:45 P.M.

Mary Rokahr, Chairman

Oklahoma -- Bonnie V. Goodman - Charts
Nebraska -- Muriel Smith - Circulars and Bulletins
Georgia -- Willie Vie Dowdy - Discussions
Connecticut -- Gladys Stratton - Slides

SATURDAY MORNING, OCTOBER 31

EXTENSION CONFERENCE - Joint Session - 9:00 A.M.

Auditorium, South Building,
Roy M. Green, Chairman

Recent developments in farm credit - - - - - - Governor W. I. Myers and members of the staff of the Farm Credit Administration

A. G. Black, Chairman

Ways of improving "Outlook" - - - - - - - - - - - Eric Englund

Discussion by State representatives

UNITED STATES DEPARTMENT OF AGRICULTURE
Bureau of Agricultural Economics,
Bureau of Home Economics
and Extension Service Cooperating.

AGIRUCLTURAL OUTLOOK CONFERENCE PROGRAM

Washington, D. C., October 26 - October 31, 1936

MONDAY, OCTOBER 26

OUTLOOK PROGRAM And
FARM FAMILY LIVING PROGRAM

Auditorium, South Building
Eric Englund, Chairman

Opening remarks - A. G. Black, Chief of Bureau	9:00 a.m.
Announcements	9:15 a.m.
Business Conditions, demand, and the price situation	10:00 a.m.
Lunch	12:30 p.m.
Farm Family Living	1:30 p.m.
Credit	2:30 p.m.
Poultry and Eggs (including Turkeys)	3:30 p.m.

MONDAY EVENING, OCTOBER 26, 6:30 P. M.

Get-together Dinner - Agricultural Cafeteria

C. W. Warburton, Director of Extension Work, Toastmaster
Address by Dr. Henry C. Taylor, Director, Farm Foundation

Address by Dr. Herbert Feis, Economic Advisor,
Department of State.

- - - - - -

Note: Written reports have been prepared on several subjects that will not be read in the meetings. State representatives concerned in the matter are expected to discuss these reports with committee members prior to preparation of the final draft. The reports which are prepared but will not be read include farm labor, equipment, and fertilizer; meat animals and meats; mohair; clover and alfalfa seed; the cottonseed section of the cotton report; horses and mules; rice; cherries; grapes; and pears. If time permits, however, those of especial interest to the conference, may be read and discussed.

TUESDAY, OCTOBER 27

OUTLOOK PROGRAM

Section A
Room 2050, South Building
Eric Englund, Chairman

Cotton..... 9:00 a.m.
Tobacco.....10:45 a.m.
Peanuts.....12:00 m.

Section B
Room 2428, South Building
W. H. Youngman, Chairman

Fruits..... 9:00 a.m.
Citrus fruits..... 9:30 a.m.
Apples.....10:15 a.m.
Peaches.....10:45 a.m.
Strawberries.....11:30 a.m.
Nut crops.....12:00 m.

FARM FAMILY LIVING PROGRAM

Room 6026-32, South Building
Hazel K. Stiebeling, Chairman

Living Expenses of Farm Families.....9:00 a.m.
The farm family living program: Plans for week
Louise Stanley
Summary of 1935 household accounts from different States
Calla Van Syckle
Significance of family living research to extension programs
Mary Rokahr
Expense for household operation, furnishings, medical care, and other items:
Studies in the United States, 1920-1935..Medora M.Ward
Continuous records, 84 families, 1932-35..Ruth C.Freeman, Illinois

Lunch.....12:00 m.

OUTLOOK PROGRAM

Room 2050, South Building
Eric Englund, Chairman

Wheat..... 1:30 p.m.
Flax..... 3:00 p.m.
Truck crops for manufacture..... 3:30 p.m.

FARM FAMILY LIVING PROGRAM

Room 6026-32, South Building
Florence L. Hall, Chairman

Living Expenses of Farm Families (Cont'd.)..... 1:30 p.m.
Report on study of consumer purchases
Day Monroe
Family nutrition and some problems of food supply
Hazel K. Stiebeling
Under what conditions is home food production economically justifiable?
May Creswell, Mississippi
Janet Cameron, Virginia
D. C. Wood, Missouri
Adjustments of farm food budgets in drought areas
Miriam Birdseye

WEDNESDAY, OCTOBER 28

OUTLOOK PROGRAM

Room 2050, South Building
Eric Englund, Chairman

Feed crops and livestock..... 9:00 a.m.
Hay and pasture.....10:45 a.m.
Dairy.....11:30 a.m.

FARM FAMILY LIVING PROGRAM

Room 6026-32, South Building
Louise Stanley, Chairman

Farm Family Financial Plans..... 9:00 a.m.
What farm women should know about farm credit
Julia Newton, Farm Credit Adm.
Savings and investments in relation to farm family living
Jessie D. Hinton, Maryland
Farm family finances; an educational program for farm women
Edna M. Cobb, Maine
Budgets for Resettlement families
Lucille Reynolds, Rural Resettlement

Lunch.....12:00 m.

OUTLOOK PROGRAM

Room 2050, South Building
Eric Englund, Chairman

Hogs..... 1:30 p.m.
Beef cattle..... 3:00 p.m.
Sheep, lambs, and wool..... 4:00 p.m.

FARM FAMILY LIVING PROGRAM

Room 6026-32, South Building
Day Monroe, Chairman

Progress in Consumer Education..... 1:30 p.m.
Recent progress in standardization of consumer goods
Ruth O'Brien
Progress in consumer education
Mary Taylor, A.A.A.
Consumer education projects
Mary Miller, New York
Lucille J. Williamson, Minnesota

WEDNESDAY EVENING, OCTOBER 28, 8:00 P.M.

Auditorium, Dept. of Commerce Bldg. (Main Entrance - 14th St.)
Roy F. Hendrickson, Chairman

A special showing of motion pictures prepared by various Governments for presenting agricultural information and advancing programs of action. Included will be several motion pictures prepared by the Department and other Government agencies.

(Admission by tickets - Get yours from Messrs. Youngman, Dixon or Duvall)

THURSDAY, OCTOBER 29

OUTLOOK PROGRAM

Room 2050, South Building
Eric Englund, Chairman

Potatoes and sweetpotatoes..... 9:00 a.m.
Truck crops for market.....10:00 a.m.
Dry Beans.....12:00 m.

FARM FAMILY LIVING PROGRAM

Room 6026-32, South Building
Louise Stanley, Chairman

Farm Family Living..... 9:00 a.m.
Cooperatives in rural areas...Panel Discussion

FARM FAMILY LIVING PROGRAM (Cont'd.)

Application of conference discussions to 1937 extension programs: discussion,

Credit and investment.....Elisabeth L. Speer, Tenn.
Consumer buying.....Pauline E. Gordon, N. C.
Account keeping.....Viola C. Meints, N. D.
Home production programs..Ida C. Hagman, Ky.

Lunch.....12:30 p.m.

OUTLOOK PROGRAM and
FARM FAMILY LIVING PROGRAM

Auditorium, South Building
Eric Englund, Chairman

What is ahead for Agriculture? Outlook on problems and policies 1:30 p.m.
Regional application of the outlook.....3:00 p.m.
Address by H. R. Tolley, Administrator, A.A.A.

FRIDAY, OCTOBER 30

JOINT FARM AND HOME
EXTENSION CONFERENCE

Auditorium, South Building
H. M. Dixon, Chairman

Plans for using Outlook information in connection with the County Planning Project..... 9:00 a.m.

Vermont....H. R. Varney
Indiana....J. C. Bottum
Montana....H. G. Bolster
Tennessee..J. H. McLeod

Cooperative Economic Extension Work for the Farm and Home....11:30 a.m.

Missouri...D. B. Ibach
Iowa.....Fannie A. Gannon

Lunch.....12:30 p.m.

FARM MANAGEMENT AND MARKETING
EXTENSION CONFERENCE

Room 2050, South Building
Roy F. Hendrickson, Chairman

Round Table discussion on Methods for Presenting Outlook Information.....1:45 p.m.

Farm Management Section
L. M. Vaughan, Chairman
Room 2050, South Building

Tours as a means of teaching outlook, land use, and farm management.....2:45 p.m.
Illinois.....P.E.Johnston
New York.....W.M.Curtis

Round table on the use of farm management and outlook information in developing agricultural conservation programs....3:45 p.m.
Massachusetts.R.E.Moser
Iowa.....L.G.Allbaugh
South Carolina O.M.Clark

Intensive use of Outlook and farm management information in aiding farmers..... 4:30 p.m.
J. C. McAmis, Tennessee Valley Authority

MARKETING
EXTENSION CONFERENCE

Room 2428, South Building
W. C. Ockey, Chairman

Programs and Results of Cooperative Council Activities..... 2.45 p.m.

Presentation and Discussion
F. A. Harper.....New York
A. W. Jacob.....Oklahoma
E. A. Johnson.....Kentucky
V. M. Rucker.....Kansas
W. B. Silcox.....Minnesota
C. O. Youngstrom.....Idaho

Special Reporting Services as an Aid to Marketing..... 4:00 p.m.

Presentation and Discussion
L. E. Cline.....Nevada
J. H. Heckman.....F. C. A.
Geo. W. Westcott.....Massachusetts

REGIONAL FARM FAMILY LIVING PROGRAMS 1:30 - 2:45 p.m.

Miss Frysinger,	Chairman Central Region,	Room 6032
Miss Hall,	Chairman Eastern Region,	Room 6038
Mrs. Malcolm,	Chairman Southern Region,	Room 6039
Miss Reese,	Chairman Western Region,	Room 6031

Subject: The Adaptation of the National Outlook to Regional Situations.

FARM FAMILY LIVING PROGRAM 2:45 - 4:00 p.m.

Room 6032, South Building
Mary Rokahr, Chairman

Subject: Materials and Methods Used in Presenting Farm Family Living Outlook to Adults and 4-H Club Members

Charts: Mrs. Bonnie V. Goodman, Oklahoma
Circulars and Bulletins: Muriel Smith, Nebraska
Discussions: Willie Vie Dowdy, Georgia
Slides: Gladys Stratton, Connecticut

SATURDAY MORNING, OCTOBER 31

JOINT FARM AND HOME
EXTENSION CONFERENCE

Auditorium, South Building
R. M. Green, Chairman

Recent developments in farm credit..... 9:00 a.m.

Governor W. I. Myers, and members of the staff of the Farm Credit Administration

A. G. Black, Chairman

Ways of Improving "Outlook".....11:00 a.m.

Eric Englund, Assistant Chief of Bureau

Discussion by State Representatives

Distribution of mimeographed reports

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HOUSEHOLD CALENDAR

The Outlook for Farm-Family Living

A radio talk by Mrs. Rowena Schmidt Carpenter, Bureau of Home Economics, delivered in the Department of Agriculture period of the National Farm and Home Hour, broadcast by a network of 48 associate NBC stations, Thursday, November 12, 1936.

--ooOoo--

MR. SALISBURY: Now the outlook for farm-family living. You remember last week Mary Rokahr of the Extension Service told about some of the family planning questions the home management specialists from various States discussed at the conference in Washington. Those are problems farm families will be solving in 1937. Today, Rowena Schmidt Carpenter has come over from the Bureau of Home Economics to give us a few high lights from the 1937 farm-family living outlook -- facts that will help farm families in their economic planning. Mrs. Carpenter, did I hear you say there are better days ahead for families on the farm?

MRS. CARPENTER: It looks that way, Mr. Salisbury. You'll recall Mr. Thomsen reported last Friday that farm income has been on the increase this year. Taking the United States as a whole, it appears that income from agriculture will be about 11 percent higher in 1936 than in 1935, and the outlook for 1937 is for continued increase.

MR. SALISBURY: That's certainly good news. But what about debts and higher prices for the things the farmer uses in his business? Will these expenses more than use up the increase in farm income?

MRS. CARPENTER: No, the outlook is more optimistic than that! Lower interest rates and long-time plans for financing are all to the good so far as debts are concerned. And farmers have been spending less on production because they have harvested smaller crops. Of course many farmers need new equipment and some may be putting money into farm buildings next year. Families who had to sell off livestock because of the drought this summer will need to build up their herds again. But I still stick to my first statement and make it even stronger: taking the United States as a whole, farm income is on the increase, and farm families should have more choice in spending next year than they have had lately. And some farm families, at least, will have more cash to spend for family living.

MR. SALISBURY: Just what does that mean?

MRS. CARPENTER: Well, it means different things for different families, I guess. You see, in lean years such as we've been having lately, lots of farm families have pared their purchases to the bone. They have gotten along without many of the things they usually buy, and have depended more largely than usual on what the farm could produce -- food, fuel, home-made soap, and the like. This increased use of farm products, called the live-at-home program, has saved the day for farm families. They have been much better off than those

(over)

city families who had no way of producing the things needed for everyday life, when jobs were at a premium and incomes stopped. But even so the farm family wardrobe and household furnishings began to get shabby, trips to the dentist and the doctor were postponed, and very little money was spent for education or for fun. Expense accounts kept by farm families the country over year after year show that as the family has had more money to spend, it has turned first to those items of family living that have been slighted. Sometimes purchased food made the first claim, sometime clothing, --

MR. SALISBURY: Just a minute. I thought you said farm families were well off compared to city families because they could raise their own food, and just now you said that one of the first items to claim a share of increased cash was food.

MRS. CARPENTER: Yes, I did. I said both of those things. When money is limited, families produce as much of the food they need as they can, but they still must buy some staples and they may not have just the foods they prefer. So with more money to spend they have increased their food purchases, and they may continue to do so in 1937. This will not necessarily mean that there will be less of farm garden and orchard products or less home-produced meat and chickens used. It probably will mean a more varied and a better balanced diet.

MR. SALISBURY: What else are farm families likely to be spending their extra income for in 1937?

MRS. CARPENTER: For home furnishings, for running the house, for education including books and magazines, for medical care, and for clothing as we said before. Not every family will spend for all of these items. The choice will depend upon the recent spending habits of the family. Some families who have restocked wardrobes and bought things for the house in the last two or three years may now make major improvements such as putting in a bathroom or remodeling the house. Families near electric lines are likely to have their homes wired and to buy electrical appliances. Have you heard the figures about the increase in rural electrification?

MR. SALISBURY: Perhaps not all of them.

MRS. CARPENTER: Well, over 70,000 farms were given electric service from January to June of this year, - more in 6 months than in any 12-month period since 1929. There were 860,000 electrically-connected farms in the United States by June, 1936. If the increase continues at the same rate, there may easily be 1,000,000 electrified farms by the end of 1937.

MR. SALISBURY: Seems as though the oil lamp and old-fashioned flat iron might be passing out of the farm picture, doesn't it? What did the Outlook report say about prices?

MRS. CARPENTER: Slight upward trends here and there; perhaps in fuel and lighting, in house furnishing goods, in shoes and other leather products. Food prices have gone up this year about 5 percent; there will probably be the usual seasonal changes in the price of eggs and dairy products and of fruits and vegetables. Meats are expected to be somewhat higher next spring and

summer. It is hard to predict for 1937 in general except to say the outlook is for some increase in food prices as a whole. ---Sounds like a weather forecast, doesn't it (slight change in temperature, partly cloudy here, fair and warmer there!)

MR. SALISBURY: I guess the Outlook for Agriculture and Farm Family Living is a little like a weather map of the U. S. Each covers the same wide territory. And fortunately each is broken down in local forecasts. There will soon be State and local outlook conferences to interpret the national report from Washington. You people listening in from various sections of the U. S. will be hearing more about the Farm Family Living Outlook for 1937 from your local extension leaders.

Extension Service,
U. S. Department of Agriculture.

INSTRUCTIONS FOR ORDERING FARM-FAMILY LIVING OUTLOOK CHARTS

Farm-Family Living Outlook Charts are to be ordered direct from the Bureau of Agricultural Economics, Washington, D. C.

Wall charts are available, 30 by 40 inches in size, for 10 cents each on blue-print paper and for 20 cents each on black-line paper.

To order wall charts.

a) List numbers and title and whether wanted on blue-print or black-line paper.

b) Give name and address of individual to whom finished charts should be sent.

c) Make all remittances payable to the United States Department of Agriculture and send the remittance and order to the Division of Economic Information, Bureau of Agricultural Economics, Washington, D. C.

The following charts found in the Farm-Family Living Outlook chart book are available:

Page	Negative	
1	26541-B	Distribution of gross income from farm production, 1924 to date.
2	29566	Cash receipts from the sale of principal farm products, by regions, 1933 to date.
3	24214-B	Prices paid by farmers for food, clothing, and family maintenance, 1910 to date.
4	24213-B	Prices paid by farmers for operating expenses, furniture and furnishings, building materials for house, and family maintenance, 1910 to date.
5	18350-B	Prices received and paid by farmers, 1910 to date.

The following negative numbers do not appear in the Chart Book but should be used when ordering:

Page	Negative	
6	BHE-BAE 1	Living expenditures of farm families 1935.
11	BHE-BAE 4	Food: Yearly per-capita value, by value of living. (First in left-hand corner.)

1287-36

Page	Negative	
11	BHE-BAE 8	Medical Care. Yearly per-capita expense by value of living. (Third in left-hand column.)
11	BHE-BAE 6	Household operation. Yearly per capita expense by value of living. (Second in right-hand column.)
12	BHE-BAE 3	Food. Yearly per-capita value, by regions, when value-of-living (except housing) is $100-$199 per capita. (First in left-hand column.)
12	BHE-BAE 7	Medical care. Yearly per-capita expense, by regions, when yearly value of living (except housing) is $100-$199 per capita. (Third in left-hand column.)
12	BHE-BAE 5	Household operation. Yearly per-capita expense, by regions, when yearly value of living (except housing) is $100-$199 per capita. (Second in right-hand column.)
15	BHE-BAE 2	Farm-family diets; in specified grades, by value of food.

Extension Service,
U. S. Dept. Agr.

MY 1937 CLOTHING PLANS*

The Amounts Eight Home Economics Extension Workers Spent for Clothing in 1935

Item	Range in price		Av. amount	Percent
Footwear	$4.55 to	$12.75	$32.45	10.7
Hats, caps, berets	.37	22.00	17.75	5.8
Coats, jackets, furs	.30	155.00	33.43	11.0
Dresses, blouses	.75	45.00	99.69	32.8
Under and nightwear, hose	.19	23.67	35.38	11.7
Gloves, handkerchiefs, accessories	.05	46.35	24.86	8.2
Home sewing	.05	59.50	27.87	9.2
Upkeep	.10	6.33	19.16	6.3
Other clothing expense	.16	41.00	13.14	4.3
Total			303.73	100.0

Average total expenditures of record keepers - $1,629.
Range in total expenditures of record keepers - $ 885. to $3,115.

SOME QUESTIONS TO ANSWER BEFORE MAKING YOUR 1937 CLOTHING PLANS

Will my total income be larger or smaller next year?

Have any unusual conditions arisen that will make it necessary for me to expand or curtail my clothing budget for 1937?

What is the outlook for clothing prices?

Am I spending more than I should for clothes in comparison with my spending for other items? Could I afford better clothes?

Do I get satisfaction and pleasure as well as protection from the clothes I select? If not, why not?

Do I spend too much for hose and have to go without accessories that might make a last year's dress seem new?

*Material prepared for use in the talk, Significance of Family Living Research to the Extension Program, by Mary Rokahr, at the Outlook Conference, October 27, 1936.

1122-36

Items	No. Needed	Cost	Total
Footwear			
Everyday	1	4.75	
Dress	...	...	
Sport	...	...	
Galoshes	1	1.95	
Rubbers	...	...	
Bedroom	...	...	
		Total for footwear - $	8.70
Hats			
Winter	...	...	
Spring	...	...	
Summer	...	...	
		Total for hats	- $
Coats			
Winter	...	...	
Spring	...	...	
Sweaters	...	...	
Furs	...	...	
		Total for coats	- $
Dresses			
Winter	...	...	
Summer	...	...	
House	...	...	
Aprons	...	...	
		Total for dresses	- $
Underwear			
Girdle, corset, brassieres	...	...	
Gowns, pajamas	...	...	
Kimona	...	...	
Hose	...	...	
		Total for underwear	- $
Accessories			
Gloves	...	...	
Scarfs	...	...	
Pocketbooks	...	...	
Winter	...	...	
Summer	...	...	
Handkerchiefs	...	...	
Jewelry	...	...	
		Total for accessories	-$
Home sewing			
Upkeep	...	...	
Dry cleaning	...	...	
Repair	...	...	
		Total for home sewing	-$
Other	...	...	
	...	...	
	...	...	
		Total for other	-$
TOTAL ANTICIPATED CLOTHING BUDGET		-	-$

Decide your needs first and then go shopping.

Clothing expense is 12 to 20 percent of total expense.

To know how to spend is as important as to earn the money to spend.

Knowing how to care for clothing may save dollars and cents.

Ask for and read labels explaining construction of garments or yard goods.

Queen Elizabeth was the first woman to wear silk stockings.

Your clothing dollars may buy good or bad health. What do yours do?

Extension Service
U. S. Dept. of Agr.

TOURS AS A MEANS OF TEACHING LAND UTILIZATION*

By W. M. Curtiss, Farm Management Specialist
New York State College of Agriculture

Since the term "land utilization" may have a different meaning in one State than in another, it is probably desirable to give a brief description of land utilization in New York State. Land has been classified according to the intensity of its use. The purpose of land classification is to assist those who are interested in the land to use it for the purpose for which it is best adapted.

The detailed classification of land that has been carried out in 12 or more New York counties has been based upon the following:

1. Soil maps.
2. Land-use maps showing the land cover.
3. Building classification map, showing the size and condition of farm buildings.
4. Farm-management studies in the area.
5. Climate.
6. Topography.
7. Elevation.

From these sources of information the land has been classified according to the intensity of use to which it is apparently best adapted. Both present and probable future uses have been considered. In addition to showing the classification of land in a county, recommendations were made for the location of improved roads and the extension of electric lines.

Four or more land classes were designated in each county according to the intensity to which the land is used. Two broad classifications include land adapted to permanent agriculture and land not adapted to permanent agriculture. In counties where detailed classification has not been completed, a preliminary classification has been made to show these two broad classifications of land.

Many problems have arisen out of the land-classification work. The following are among the more important:

I. Land not adapted to permanent agriculture. The retiring of such land from agricultural use gives rise to the following problems:

   1. The effect on individuals located in these areas. These people are generally experiencing a loss of time, money, and courage trying to farm land that never should have been cleared.
   2. The tax income in areas taken out of agriculture.

*Presented October 30, 1936, at national conference on the Agricultural Outlook and Farm-Family Living, Washington, D. C.

3. The reduced governmental services in these areas such as roads and schools and the resulting lower cost of government.
4. The effect of reforestation of such areas on soil erosion and flood control.
5. The effect of reforestation of such areas on the future timber supply of the State.
6. The provision of recreational facilities.
7. The effect of such areas on the risks of credit agencies, fire-insurance companies, etc.
8. The effect of the retirement of such land on the total agricultural production in the State, and the price of farm products to those farmers who remain permanently in agriculture.

II. Land adapted to permanent agriculture. For farms in these areas the following problems are among those which arise:

1. Location and improvement of roads to serve the most farms.
2. The location of electric lines.
3. Selection of enterprises that pay best on each farm.
4. General farm organization and management problems.

The need for disseminating the research on land utilization to farmers is obvious from the problems above listed. Not all these problems can be solved by the individual. Many of them are social problems.

As a first step, we are trying to reach agricultural leaders in the counties, and in the State and county, officials, boards of supervisors, etc. with this land-utilization information.

Can this type of teaching be effectively accomplished without a tour? If it could be done by the lecture method with the use of charts and maps it would be much simpler and less expensive than by using a tour. We have come rather definitely to the conclusion that it cannot be done without a tour. We have tried it both ways and find that a tour is much more satisfactory in getting the results we seek.

Why is the tour particularly adapted to this type of teaching? In the first place the leaders whom we are trying to reach generally do not live in the problem areas of the county. They may border on it and may drive by it over and over again, but many have commented that they live too close to it to really see the problem. Another reason why a tour is particularly well suited to land utilization is that it is a complicated type of study. To teach it successfully requires considerable repetition, and the most effective place to do this repetition is in the field where the men are actually looking at what is being discussed.

On a tour it is possible to point out what is meant by soil classification, building classification, and the effect of elevation, topography, etc. on the intensity of land use. Unless you get these men in the field and show them these things, they are often inclined to think that land utilization is based primarily upon soil classification, which of course if often incorrect.

Another advantage of the tour is that certain individual farms, whether in good areas or in areas not suited to agriculture, can be actually seen. One might talk all day about farms in these poor areas, but it really drives the story home to stop at a farm such as the following:

100 acres of land assessed at a total of $340, operated by a man 72 years old, who has been sick for the last 6 months. The cash income for the family consists of $12 per month old-age relief. The wife peddles extracts to help support the family. There is no livestock on the farm. There is 1 acre of corn. During the winter the family has depended on the hunting of rabbits for their meat supply. The income on this farm has practically always come from sources outside the farm. The husband has worked out when he could get work to do.

When a tour stops at a farm like this it is more effective in demonstrating the problems involved than any amount of discussion could do.

The mechanics of laying out a land-utilization tour are much the same as laying out a farm-management tour. Great care should be given to the details of the tour in order to make it move smoothly. Ordinarily one day is required to actually lay out the tour. This is done with the aid of a land-class map, a building-classification map, a soil map, a road map, and an electric-extension map of the area. A second day is required in obtaining case histories on farms which are to be visited on the tour. Approximately 10 stops can be made at farms along the route. These stops need not be long and in some cases it is unnecessary to actually make a stop. One or two stops to examine a soil profile are also desirable when possible, and a soils specialist on the tour will add considerably to the effectiveness of it. On the day of the tour, it is well to have a brief discussion of land utilization before the tour starts. It is desirable if possible to have a man in each car who is thoroughly familiar with land classification work and with the tour being made. This man can direct the conversation in the desired direction and can raise and answer questions all along the route. If there are not enough specialists to have one in each car, frequent stops should be made and points of interest discussed.

With an average group of farmers on the tour, it is probably not advisable to hand out a map of the tour or mimeographed materials discussing stops along the way. These are inclined to divert the attention of the men from the point which you want them to see. This material can be used more effectively at the close of the tour.

At the end of such a tour, which may last 2½ or 3 hours, we have found it advisable to hold a discussion period. At this time, charts and mimeographed material may be used to show the extent of different land classes in the county, the use of the land in each land class, the building classification data, real-estate values, mortgage-loan experiences, and fire-insurance losses in various land classes. Many questions will arise at this time and can be answered while the problems are fresh in the minds of the group.

The question of what to do about it will naturally arise in the minds of the men. This may be held over for a later discussion. Whether the problem is one of State purchase of land, or of individual ownership, or of some other solution to the problem will naturally be discussed. An appraisal of all the various means for doing the job may be made.

The nature of land utilization research is such that it is doubtful if it can be taught in any other way than by the use of tours. While these entail considerable work and expense, the results, when compared to any other method, seem well worth while.

Extension Service.

THE SIGNIFICANCE OF FAMILY LIVING RESEARCH TO EXTENSION PROGRAMS

Mary Rokahr,
Extension Economist, Home Management

"Those who create the demand, create the future." Dr. Harry Emerson Fosdick.

The significance of family-living research to extension programs may be found in individual family financial planning, extension program planning, and setting guides or standards for rural living.

Family-living research in this discussion is interpreted as meaning information on how farm families spend their money; how much the farm contributes toward family living; the consumption habits in normal or abnormal times and what adjustments farm families make to meet crises.

Farm-family living studies become research (continued and diligent investigation) when they go beyond the family situation and accounts for more than one family are analyzed and used in connection with others.

This discussion is being limited to farm and household account studies and their significance to the extension programs.

INDIVIDUAL PLANNING

The purpose of extension work is to make for better living. The wise use of money is an important part of better living. Whenever we can provide information to help families reach better decisions in their financial plans, then our purpose is on its way to fulfillment.

The figures on how farm families use their money are of little value to us as individuals, but how other extension workers use their money may be a guide to us personally. On the attached sheet you will find the figures for clothing expenditures for eight home-economics extension workers in 1935.

There are over 200 result demonstrators among the extension workers who are keeping accounts this year, so that next year we should have more reliable figures upon which to show the significance of work of this kind.

Presented October 27, 1936, at the Conference on the Agricultural Outlook and Farm-Family Living, Washington, D. C.

The significance of figures lies largely in the mental processes through which we go in reaching decisions. If the figure you put down for shoes for 1937 is larger or smaller than the $32.45 which the eight home-economics extension workers spent, you need not justify this amount to anyone but yourself. In that justification perhaps you have asked yourself some questions as to why it was larger or smaller, and have given yourself a satisfactory answer. The figures then have served their purpose. You may also use your last year's figures to help make decisions, but if you have fallen into bad ways of spending, your own figures may not help you as much as those of others. If, at the end of the year, after going through a thinking process as described, you have made your money go further or are more satisfied with your spending, then the family-living research material has had ample significance.

EXTENSION PROGRAM PLANNING

Family-living research has significance in extension program planning in guiding us in making many decisions as to the subject matter we present. The household account records show us what farm families in our county or State spend for i.e., fuel for the year, a new rug, or sheets. Then in turn when we attempt to help the farm family buy or use fuel more economically, purchase a new rug or make a rag rug, or buy sheets, we can give information on what is a common amount that is spent for those articles. The accounts will also, if we study them carefully, keep us from giving silver-cleaning demonstrations in communities where people do not own silver.

In program planning, family-living research should help us to decide what to emphasize in the next year's extension program. It should help us to know, as it has in more recent years, when it is necessary to emphasize the home-production program and when it is wise to give further information on consumer buying.

In long-time extension program planning work, family research will help to reveal the philosophy of rural living. In the past, accounts showed that farm people were apt to put the accumulation of property before better everyday living. In the county agricultural-planning work, facts from the household accounts will help community leaders to see that the conservation of land should not jeopardize the yearly family needs.

SETTING STANDARDS

Home-economics extension workers are familiar with food standards that have been developed through careful research work. Such standards make the planning of yearly food supplies a satisfactory one, since we know they are based on well-established facts. Family-living research should in some way eventually help us to set standards or guides by which we may judge whether farm families are securing the satisfactions they most want out of farming. In the past it has been an accepted standard that the barn should come before a water system, because a good barn should eventually bring in enough profit to provide the water system.

Family-living research work through farm and home accounts may show us that this is not true, and that water systems that make for better health should come first. At the present time we have no figures or facts upon which to base such ideas. Family-living research should provide this.

SUMMARY

"There is something more than mere curiosity to the study and use of farm family living figures." Sybil Smith, Assistant in Experiment Station Administration, U. S. Department of Agriculture.

In the extension program such study provides us with information to assist farm families with individual financial plans; it gives us a basis of facts for short-time and long-time extension programs, and it helps in setting standards or guides for better rural living.

Extension Service
U. S. Dept. of Agr. Div. Coop. ext.
503-1937

TOURS AS A MEANS OF TEACHING

OUTLOOK, LAND USE, AND FARM MANAGEMENT*

By P. E. Johnston, Farm Management Specialist
College of Agriculture, University of Illinois.

There are two characteristics of tours that should be mentioned at the outset:

1. Tours are very effective in teaching farm management and land use if well planned and well executed.
2. Tours to be successful call for an unusual amount of planning and organization.

As some of you know, the farm-accounts project in Illinois had its earliest development in Woodford County, where Professor Mosher was then the farm adviser. This fall there was held in Woodford County the twenty-first consecutive annual farm-management tour, and it was very well attended and appreciated by farmers, many of whom have attended a large percentage of the tours that have been held in that county. Professor Mosher has been responsible for the organization of practically all these Woodford County tours through this period of 21 years. It is evident, therefore, that tours can be made dynamic enough to attract farmers over a series of years.

The following are important points in planning a successful tour:

I. Select the right farms.

1. They must be successful over a period of years.
2. There must be a record of the business to convince the skeptical farmer that the farm has been successful.
3. Success should be measured in terms of a satisfactory standard of living for the farm family rather than solely in terms of a return in capital.
4. The operator must have a good reputation in the community. His success must be the result of good management rather than sharp dealings with his neighbors.
5. The farm must have something that the crowd wants to look at such as, cattle on feed, sanitation pigs, good legumes, an interesting building, terraces, hybrid corn, a high-producing dairy herd, a good bull, a well developed flock of pullets, a good garden, or a well equipped farm home.

*Presented October 31, 1936, at national conference on the Agricultural Outlook and Farm-Family Living, Washington, D. C.

6. Select the farms that are typical of the types to be found in the area. Give as much variety as possible in order to interest the maximum number of people. A grain farm, a beef-cattle farm, and a hog farm would make a desirable combination for some sections.
7. The appearance of the farm and farmstead should be good, or at least fair. The standard of living will be judged by appearances, and the home conveniences that are observed. Much of the good of a tour comes through an inspirational uplift, a gaining of confidence on the part of the visitors that there is hope for improvement in their own personal situation.

II. Select the right number of farms.

A common error is to hurry through too many visits, and to drive too many miles. This year we visited two farms in the morning starting at 9 a.m., one farm in the afternoon, and finished by 3:30 with a general discussion.

III. Give the tour an unusual amount of publicity.

The following combination of methods have been used:

1. General announcement through the county extension publication.
2. A series of publicity articles prepared by the college extension editor for all county papers.
3. Special letters sent to the county mailing list. It is important that the publicity give the maximum amount of detail concerning the location of the farms, the time of arrival at each farm, and the things of importance that are to be seen at each stop.

IV. Work out a complete time schedule for the tour and keep the tour on time.

This requires that some one visit the farms just before the tour, that a decision be made as to the parts of the farm that are to be visited. Driving time must be checked from farm to farm, at about 30 miles an hour. Avoid insofar as possible roads that may be muddy or dusty. We have found it advisable for a member of the extension staff to visit the farms with the farm adviser.

V. Send the farm adviser a written statement of the things which he is to do in connection with the tour.

VI. Arrange for some one person to be in charge of the crowd throughout the entire day. The farm adviser or field man is usually this person.

1. Call the crowd together at each stop.
2. Introduce the farm operator and his family.
3. Focus attention on the thing that is being inspected and explain its connection and importance in the well rounded farm program.
4. Direct questions of the crowd to the proper person for answer, and stimulate discussion.
5. Discourage visiting on the edge of the crowd.
6. Terminate the discussion when it is time to move on, and tell the group how to proceed to the next stop. (Know who is going to open and shut the gates.)
7. Impress on the group the desirability of proceeding in orderly fashion behind the leader's car. Be cautious at railway crossings and other points where travel is hazardous.
8. Introduce the extension specialist who will sum up the important points in connection with each farm, and use a chart which will give the crowd a clear picture of the reasons why the farm is successfully operated.

VII. Arrange for the comfort of the group during the noon hour. The publicity should have clearly stated whether they were to bring individual lunches, basket lunches, or go to town for dinner.

VIII. Provide a comfortable location for the summary discussion.

IX. Use the type of material that will provoke discussion. Professor Cunningham used successfully this fall a problem farm with a poor organization. The farmers were asked to tell what was wrong. The groups invariably responded to this treatment.

X. Quit on time.

Farm-management tours were held in 25 Illinois counties this fall, and were attended by 1,205 persons.

A new plan was used successfully in the counties where the Farm Bureau farm-management project is operating. In an area where four counties are supervised by one field man, two farms were visited in each of three counties in the morning, and all came together in the fourth county for the afternoon program. The attendance in the morning ranged from 25 to 75 and in the afternoon from 100 to 150.

On the 1936 tours special emphasis was placed on cropping systems in relation to soil conservation. A member of the agronomy or agricultural engineering departments attended each of the tours to assist with the soil-conservation part of the program. This was the best series of farm-management tours we have ever held in Illinois.

PERTINENT QUESTIONS RAISED IN CONNECTION WITH THE ABOVE PAPER

Question: What time of year do you find the most satisfactory for tours?

Answer: In Illinois we have found that the late summer--the latter part of August and September--is the best time for this extension activity.

Question: How much territory do you try to cover in a 1-day tour?

Answer: We have found that approximately 15 miles is as long a trip as is practicable for a successful tour.

Question: Do you reveal the individual farmer's labor income when discussing his business with the group?

Answer: No. We do give his income index to indicate his income rating as compared with the average for a group of farms of which his is one. We do not give his actual income or rate earned on the investment, which is the measure commonly used for comparison in our State.

UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE
WASHINGTON, D. C.

EXTENSION WORK IN HOME MANAGEMENT
EXTENSION SERVICE AND
BUREAU OF HOME ECONOMICS COOPERATING

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MEMORANDUM CONCERNING THE FARM-FAMILY LIVING OUTLOOK CONFERENCE

Following the Outlook Conference, on Monday, November 2, Miss Birdseye, Miss Frysinger, Miss Gallup, Miss Hall, Miss Warren, and Miss Rokahr discussed suggestions for changes for the Farm Family Living Outlook Program in 1937.

This memorandum embodies suggestions not only from the above staff members but also verbal comments from others.

Suggestions

I. Conference program.

1) At the opening session of the Outlook Conference have Dr. Stanley and Director Warburton, as well as Dr. Black, welcome the State representatives. Have Director Warburton and Dr. Smith participate in the Farm-Family Living Program.

2) Include more topics for discussion that relate specifically to the farm-family living report.

3) In lieu of present informal summary of home-food supply, based on opinions of extension workers, arrange to have the Department secure data on condition of home gardens and other home-produced foods throughout the year, as is being done for cash crops by Crop Reporting Service.

4) As more States analyze household accounts, present these data on a regional basis. A request for home accounts data on the type farming area basis has also been made. Perhaps the Outlook Conference is not the place for it, but there is a real need for helping the State specialists on the technique of analyzing household accounts.

5) The panel discussion method of presentation found favor with the State representatives. A panel discussion of the pros and cons of food production for home use has been suggested for 1937.

6) Have the results of work between State farm and home management specialists presented by the persons who developed it cooperatively. Example: A joint presentation of the work of Mr. Ibach and Miss Fra Clark of Missouri, and Mr. Allbaugh and Miss Gannon of Iowa.

7) State representatives are better equipped to give talks on work conducted in their State rather than to view a problem in a regional or national way. Have papers by State workers next year on the basis of accomplishments in their own States.

8) 4-H club work should be on the 1937 program; preferably through a demonstration of the use of Outlook material by 4-H club members. The responsibility for developing such a demonstration is left with Miss Warren.

II. Regional conferences.

1) The Washington regional staff members recommended that time be set aside for a conference of State representatives from their regions, preferably with the men, and that two hours' time be allotted instead of one hour and fifteen minutes, which was too short a period.

2) If a regional conference of men and women is impossible that a joint committee of men and women be appointed early in the week to interpret the national outlook on a regional basis.

III. Tours.

1) Too many tours were scheduled this year, though some tours, depending upon the situation in 1937, might profitably be continued.

2) The tour to the Farm Women's Market in Maryland should be continued, and transportation of delegates should be provided by the extension staff members. The sightseeing tour should again be offered, but listed later in the week. State workers should pay for this and any other tours scheduled.

IV. Time.

1) The time schedule from 9 o'clock to 11.30 and from 1.30 to 3.30 was satisfactory. If tours are scheduled, there should be 30 minutes leeway rather than 15 minutes, as was allowed this year.

2) Time during the week should be allowed for personal conferences with State workers.

V. Exhibits.

1) Everybody seemed satisfied with the exhibit and recommended that it be continued.

VI. Rooms.

1) The room situation is still not satisfactory. The general appearance of Room 6032 was unattractive, and though there was a quiet atmosphere, it did not lend itself too well to discussion.

2) The Auditorium seems to have an unsatisfactory atmosphere. The lights are not strong enough, the air is poor, and the dullness of everything seems to dampen discussion. A microphone is needed for speakers who do not have strong voices.

3) A seating committee should be appointed for the Farm-Family Living Section so that there will be a more compact seating arrangement. Chairs with arm rests for taking notes have been suggested.

VII. Social activities.

1) The Sunday afternoon tea should be continued, but guests should be invited to pour.

2) The Home-Economics Dinner on Thursday evening was a success. Special guests should be invited again next year and introduced. Some of the State representatives failed to meet them this year.

3) The luncheons in the special dining rooms should be continued, and a special luncheon arranged one day for State home demonstration leaders.

4) The Monday Outlook Dinner was a delightful and profitable occasion. Since the women are interested in this dinner, could a committee of men and women be appointed next year to work on the details of the program, the seating, and social features?

VIII. General.

1) In using charts speakers should present them much more slowly than was done this year. Speakers should also orient the listeners with the relationship of the charts being shown to those in the chart book. Chart figures in most cases were too small.

2) An effort should be made to limit material presented in charts and talks to topics pertinent to the outlook program.

3) There should be a better allocation of duties among Federal staff members next year.

4) A committee meeting of the Bureau of Home Economics and Extension staff members should be called in June or July to start work on program suggestions for the 1937 conference.

5) The staff members went on record as wishing to have Mr. Allbaugh's suggestion carried out - that the farm-family living outlook report be mailed to State workers 2 weeks in advance of the conference.

6) A number of State representatives said that they had no opportunity to get acquainted with other State representatives. It might be wise to have a definite plan for introducing State representatives to each other at the beginning of the week.

7) Arrange to send a simple survey to State specialists next year asking them such questions as: What changes have occurred in your State in housing, food preservation, or family wardrobe planning during the year? The State workers would then come into Washington better prepared to discuss the Outlook findings.

This memorandum may be lengthy but it is encouraging because it means more people are taking an active part in making suggestions for the improvement of the conference.

An even longer memorandum might be written about all the fine things that were said and done during the 1936 conference, but we who took part are no doubt satisfied with a job well done.

Home Economics Extension
Outlook Committee:

Florence L. Hall
Grace E. Frysinger*
Mary Rokahr, Chairman

*On field work when
memo was mimeographed.

1231-36

COOPERATIVE EXTENSION WORK
in
AGRICULTURE AND HOME ECONOMICS
STATE OF KANSAS

Manhattan

Kansas State College of
Agriculture and Applied Science
and United States Department of
Agriculture Cooperating.

Extension Service
Home Demonstration Work

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PROBLEM QUESTIONS TO USE IN OUTLOOK MEETINGS*

1) Do you expect an increase in cash income for 1936? If so, how and what plans are being made for this increase?

2) What are some ways a farm woman may plan to increase the cash income for the family? Discuss.

3) Are you willing to borrow money and pay interest on this for replacement of home equipment, such as a new washing machine or a new refrigerator?

4) If it is necessary to borrow money, will a part of this be used for home improvement, or will all the money be used for farm improvement?

5) How do you use your benefits, such as money received from wheat contracts?

6) Are you clear of debts or will it be necessary to pay indebtedness with this money?

7) When you borrow money what rate of interest do you pay? Is it too high or too low?

8) Where are some places farm people might borrow money? What interest do they demand?

9) If you have a surplus of cash in 1936, how will this money be used?

10) How much money will be needed for health, such as dental repair, new glasses, tonsils removed?

11) How much money will your family need next year for education?

12) If you have a surplus of cash in 1936, how much of it should be used for house repair?

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*A contribution by Bonnie V. Goodman, formerly extension economist, Home Management, Kansas Agricultural College, to the exhibit of Farm Family Living Outlook literature at the Agricultural Outlook Conference in Washington, D. C., October 26 to 31, 1936.

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13) Are you willing to borrow money to put electricity into your home?

14) If so, how much are you willing to borrow?

15) What would be the cost for installing electricity in your home? Have you investigated?

16) How can you plan to produce more food for home use?

17) What foods can be raised on your farm? How many of these foods are you raising?

18) If you produce enough milk, potatoes, butter, eggs, chickens, fruits, beef, hogs, etc. for your family, how much of each will be needed? What other supplies would you need to buy?

19) If you have any surplus cash in 1936, how much of it will be used for clothing?

20) What new clothing will your family need next year?

21) Are you sure that you know how to buy wisely? How would you buy a dress for yourself; a pair of shoes for a child?

22) Are you keeping a Home Account Book? Why is it necessary to keep a record of income and expenditures?

23) Does the family discuss together a plan for producing and spending the cash income? Why, or why not?

List of persons who have notified the Extension Service that they will attend the Farm Family Living Outlook Conference, October 26-31, 1936.

Eastern States.

Conn. Miss Gladys F. Stratton, Connecticut State College, Storrs.
Del. Miss Ruth Minturn, University of Delaware, Newark.
Maine Miss Edna Cobb, College of Agriculture, Orono.
Md. Miss Jessie Hinton, University of Maryland, College Park.
Mass. Mrs. H. J. Haynes, Miss Grace B. Gerard, Mrs. Annette T. Herr, Massachusetts State College, Amherst.
N. H. Miss Ann F. Beggs, University of New Hampshire, Durham.
N. J. Miss Mary A. Mason, College of Agriculture, New Brunswick.
N. Y. Mrs. Lucille Williamson, New York State College of Agriculture, Ithaca; Miss M. J. Kremer, College of Home Economics.
R. I. Dr. Esther Batchelder, Asst. Prof. College of Home Economics, Kingston.
Vt. Mrs. C. P. Brooks, University of Vermont, Burlington.
W. Va. Miss Gertrude Humphreys, College of Agriculture, Morgantown.

Central States.

Ill. Mrs. Ruth C. Freeman, College of Agriculture, Urbana.
Ind. Miss Starley Hunter, Asst. Ldr., Purdue University, LaFayette.
Iowa Miss Fannie A. Gannon; Miss Ruby Simpson, Iowa State College of Agriculture, Ames.
Kans. Miss Alberta Sherrod, Kansas State College of Agriculture, Manhattan.
Ky. Miss Ida Hagman, College of Agriculture, Lexington.
Minn. Miss Mary May Miller, University of Minnesota, St. Paul.
Mo. Miss Fra Clark, College of Agriculture, Columbia.
Nebr. Miss Muriel Smith, College of Agriculture, Lincoln.
N. Dak. Miss Viola C. Meints, North Dakota Agricultural College, Fargo.
Ohio Miss Thelma Beall, Minnie Price, State Ldr., College of Agriculture, Columbus.
Wisc. Mrs. Margaret McCordic, College of Agriculture, Madison.

Southern States.

Ala. Miss Nell Pickens, Alabama Polytechnic Institute, Auburn.
Ga. Miss Willie Vie Dowdy, Susan Mathews, Nutr. Spec., Georgia State College of Agriculture, Athens.
La. Miss Mary Louise Collings, Louisiana State University, Baton Rouge.
Miss. Miss May Cresswell, Mississippi State College, State College, Miss.
N. C. Miss Pauline Gordon, State College Station, Raleigh.
Okla. Mrs. Bonnie V. Goodman, Oklahoma A. & M. College, Stillwater.
S. C. Miss Portia Seabrook, Winthrop College, Rock Hill.
Tenn. Mrs. Elizabeth Speer, College of Agriculture, Knoxville.
Va. Miss Janet Cameron, Miss Ruth A. Jamison, Virginia Polytechnic Institute, Blacksburg.

Western States.

Ariz. Miss Frances L. Brown, College of Agriculture, Tucson.
Calif. Miss Harriet G. Eddy, Miss Claribel Nye, College of Agriculture, Berkeley.
N. Mex. Miss Veda A. Strong, New Mexico College of Agriculture, State College.
Wyo. Miss Mary G. Collopy, College of Agriculture, Laramie.

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Extension Service
U. S. Dept. Agr.

Brief Report of Discussion by Delegates from Eastern States

to

OUTLOOK CONFERENCE

October 1936*

All the Eastern States were represented at the Outlook Conference. These representatives met for a short session and discussed the application of the Outlook to the eastern region.

The general situation, including the 1937 Outlook for Farm Family Living, is as follows:

1. Gross cash income from agriculture approximately 11 percent higher in 1936 than in 1935.

2. Upward trend will probably continue in 1937.

3. Payments by AAA to farmers will be substantially smaller in 1936 than in 1935.

4. Financial situation of many farm families has improved because of lower interest rates and refinancing under longer amortization plans this year.

5. Additional income earned by farm people from outside sources runs into millions of dollars. This includes real estate, investments, tourist trade, sale of handicrafts and prepared food.

6. Increase in available cash for farm family living for 1936-37 probably will go for food, furnishings, household operation, education, medical care, clothing. In some areas additional income may be spent for electricity in the home.

7. An upward trend in retail food prices is evident during the latter half of 1936. (September 1936, retail index of all foods 5 percent higher than for corresponding period in 1935.) Prices of "all foods" may be slightly higher in 1937. Dairy products, fruits, and vegetables much higher now than at same time 1935. A downward trend in prices of dairy products and eggs is expected from January till spring, with upward trend of apples and potatoes until early summer. Meat prices first half of 1937 will probably be same as first half of 1936, but will average higher in second half of 1937.

8. Food production (gardens, poultry, dairying) for home use will continue to receive major attention during 1937.

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*Summary prepared by Florence L. Hall, Senior Home Economist, Eastern States, Extension Service, U. S. Department of Agriculture.

1230-36

9. No marked change is expected in clothing prices during the next few months, except that prices of shoes and other leather goods may be higher.

10. Retail prices of "building materials for house" only slightly higher in June 1936 than a year earlier. Wholesale prices of fuel, lighting, and house-furnishing goods appreciably higher in September 1936, than a year earlier.

11. More farm families will probably make major improvements in housing, such as installing bathroom equipment, and making alterations and additions to the house itself.

12. Greater use of cooperative purchasing associations is indicated by the fact that retail and wholesale cooperative organizations have increased in number and size of business in 1936. This trend probably will continue into 1937. Governmental agencies will continue to work for consumer protection and to publish material for consumer education. Demand for information of this kind is increasing.

Questions considered by delegates from Eastern States:

How will Outlook material be presented in your State -- to extension workers? To farm families? To 4-H clubs?

In view of the Outlook, what are your recommendations regarding the home-produced food supply?

How may home accounts be used to greater advantage? Can more farm families be helped to do better financial planning by keeping home accounts? By other methods?

What changes do you suggest in your program for consumer education?

What are your plans for acquainting farm families with the program of the Farm Credit Administration?

I. Presenting the Outlook for farm-family living.

a. Reports will be made by Outlook Conference delegates to the extension director and home demonstration leader; conferences will be held with members of State staff; Outlook report with charts will be presented to home demonstration agents at annual extension conferences.

b. The States will present Outlook to farm families through printed circulars, mimeographed reports, news articles, radio talks. West Virginia will embody Outlook material in 1937 series of circulars, Adventures in Broader Living.

c. None of the States reported using Outlook material with 4-H club members. It was suggested, however, that Outlook delegates confer with State 4-H club leaders and county club agents on return to States as to ways of

incorporating Outlook in the 4-H club program. One good way to interest club members, it was thought, would be through their garden projects, showing them by charts the cash value of home-produced food; showing also the lack of adequate diets in many farm families. It was suggested that club members might be guided in discussing family budgets and the large proportion of money spent for food in most families, leading them to an application of the value of home produced food supply.

II. The home-produced food supply.

It was agreed that we need to continue emphasis on the home-produced food supply, even though more cash is available for farm-family living. More farm families need to be encouraged to develop budget gardens and canning budgets based on health requirements. Home-management specialists need to discuss with specialists in farm management, dairy, poultry, crops and marketing, the contribution the home-grown food supply makes to family living in terms of actual financial saving as well as in health protection. It was suggested that at joint meetings of men and women the home-management or nutrition specialist and one or more agricultural specialists could present these ideas.

In Vermont it is planned to have the 1936 annual extension conference center on health, discussing the contribution each of the programs - agricultural home demonstration, 4-H club work - makes to the health of rural families in the State.

The March issue of the West Virginia circular, Adventures in Broader Living, will have as a title "A $12,000 Enterprise" (the cash value of food for a farm family of four until the two children reach the age of self-support.

It was suggested that the home demonstration workers need to enlist interest of local farm agents in garden projects to determine growing season for early and late vegetables, to figure cost in land and labor, to consider economy in use of labor in home gardening, to consider the dollar-and-cents return of a garden to a family in health and satisfaction.

III. Home accounts.

In States which have summaries of home accounts, it is well to present them with the Outlook at meetings of farm people. In States which do not have these, summaries from other States may be used. It was pointed out that one problem in home accounts is to get the family to finish the first year's account. Some States find it a successful method to have the home-accounts group meet as a group for the first 3 months. After that the specialist and agent make periodic home visits to check with individual account keepers, to answer questions, and to give suggestions. It was brought out by members of the group that it might be well for the extension service to adapt the farm family financial planning outlines used by the Resettlement Administration for use in the States. Having the farmer and his wife go through their financial plans for the year together has a certain value, whether or not they keep records.

There is need, it was reported, for having all extension workers in a State familiar with the data obtained from home accounts, and having specialists use these data as a guide in program planning.

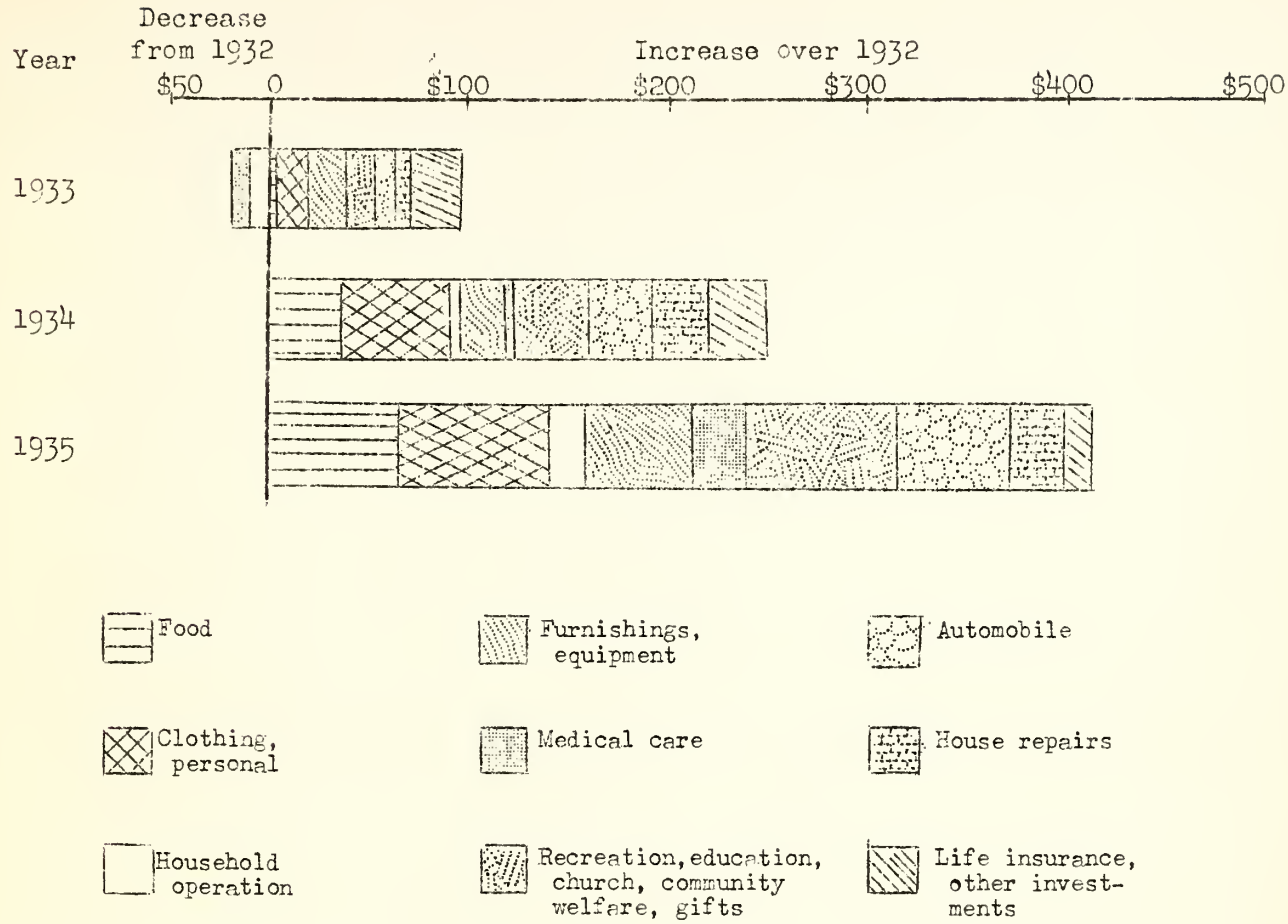
IV. Consumer education.

It was brought out that consumer education for the most part is connected with each project. In most cases the specialists assume the responsibility for this feature in their several lines. The New York delegate reported that she expects to issue service letters every month or so, combining the Outlook material with consumer suggestions; i.e., "When you buy flour", including a description of different kinds of flour with a paragraph on the wheat situation and the outlook for prices of wheat and flour.

V. Plans for acquainting farm families with the program of the farm credit administration.

Several State delegates reported that arrangements have already been made to have Miss Julia Newton of the Farm Credit Administration, or her assistant, Miss Barbara Van Heulen, participate in their annual extension conference, explaining the program to extension workers. It was pointed out that many farm women do not believe in borrowing money, and that they need to have a thorough understanding of the advantages of using credit.

Distribution of additional cash for family living,
1933-35 compared with 1932
(84 Illinois farm families)



Distribution of additional income in cash and kind for food

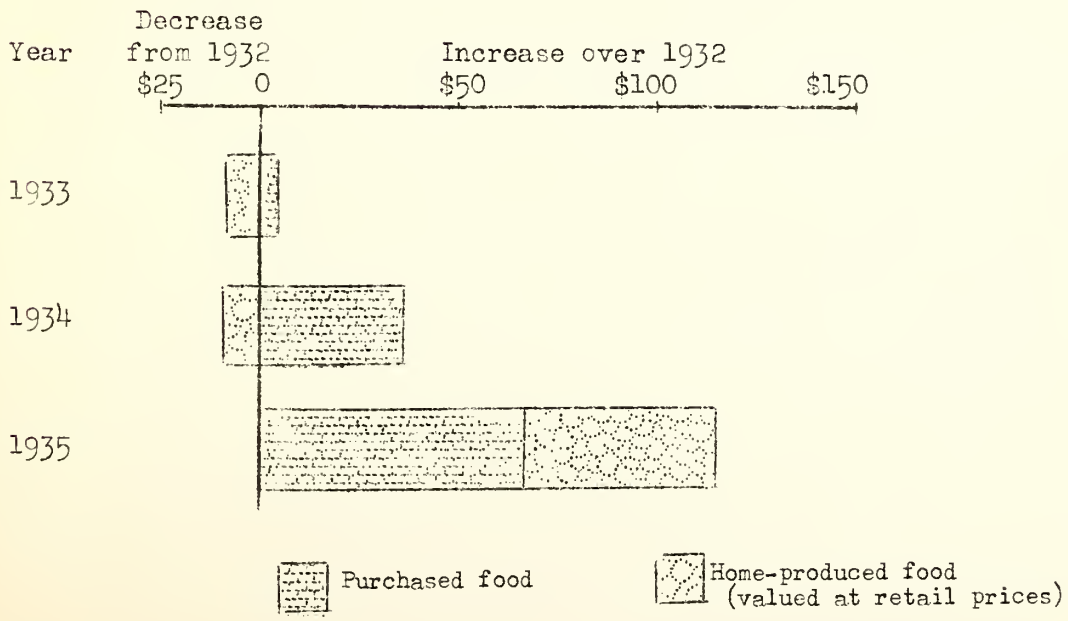


Chart I. Non-Farmers' and Farmers' Property Holdings, 1932*

	Non-Farmer		Farmer	
	Amount in millions	Per cent of total	Amount in millions	Per cent of total
Farm and non-farm real property	$38,414	18.9	$41,976	65.7
Personal property	28,299	13.9	4,341	6.8
Crops or goods on hand	5,409	2.7	2,932	4.6
Motor cars	6,390	3.2	1,511	2.4
Farm mortgages held or building and loan shares	7,745	3.8	2,798	4.4
Bank deposits	21,853	10.8	2,428	3.8
Insurance equities	12,633	6.2	1,400	2.2
Other investments	82,181	40.5	6,474	10.1
	$202, 924	100.0	$63,860	100.0

	Amount in millions	Number of families	Property per family
Total farmers' property holdings	$63,860	6,604,637	$9,668
Total non-farmers' property holdings	202,924	23,300,026	8,709
Total national property holdings	$266,784	29,904,663	Av. 8,921

* Doane, Robert R. The Division of National Wealth Between Farm and Non-Farm Property. Annalist 47:196-197. Jan. 31, 1936.

Chart II. Comparison of Expenditures for Savings and Family Living

Item	Farm*	Industrial**	Professional***
Family living	46.2	91.8	77.7
Savings and Investments	43.6	8.2	22.3
Unaccounted for	10.2		
Totals	100.0	100.0	100.0

* Zimmerman, Carle C. Incomes and Expenditures of Minnesota Farm and City Families, 1927-28. Minn. Agri. Exp. Sta. Bul. 255. 1929.

** U. S. Bureau of Labor Statistics. Cost of Living in The United States. Bul. 357. U. S. Dept. of Labor. 1924.

***Meints, Viola C. Incomes and Expenditures of Iowa State College Faculty Families. Unpublished thesis. Library, Iowa State College. Ames, Iowa. 1931.

Chart III. Average Value of Goods Used During One Year by 2886 Farm Families in the United States**

Goods used	Average Values			Average Percentages		
	Purchased	Furnished by farm	Total	Purchased	Furnished by farm	Total
Food	$218.10	$440.70	$658.80	13.6	27.6	41.2
Clothing	234.90		234.90	14.7		14.7
Shelter		199.60	199.60		12.5	12.5
Operation			213.10			13.3
Fuel	42.00	43.20		2.6	2.7	
Other	127.90			8.0		
Furnishings	40.20		40.20	2.5		2.5
Health	61.60		61.60	3.8		3.8
Advancement	104.80		104.80	6.6		6.6
Personal goods	41.00		41.00	2.6		2.6
Insurance	40.80		40.80	2.6		2.6
Unclassified	2.70		2.70	0.2		0.2
Total	$914.00	$683.50	$1597.50	57.2	42.8	100.0

** Kirkpatrick, E. L. The Farmer's Standard of Living. Dept. Bul. 1466. U. S. D. A. 1926. p. 16.

Chart IV. The Farm Home*

Houses 25-49 years old	28.7%
Houses 50 years and over	15.6
Water piped into dwelling	15.8
Kitchen sink with drain	23.6
Water piped into bath	8.4
Refrigeration - ice or mechanical	22.2
Improved cooking facilities	24.3
Electricity	13.4
Telephone	34.0

* Figures compiled from Farm Housing Survey Reports, 1934 and 1930 Agricultural Census.

OFFICE AND TELEPHONE INFORMATION
FOR REFERENCE USE BY OUTLOOK DELEGATES - 1936

	Room no.	Tel. no.
EXTENSION SERVICE.		
C. W. Warburton, Director of Extension Work	5901	377
C. B. Smith, Chief, Cooperative Extension, Division of	5909	381
H. W. Hochbaum, In Charge, Eastern Section	5412	659
H. W. Gilbertson, In Charge, Central Section	5428	660
C. L. Chambers, In Charge, Southern Section	5438	4667
W. A. Lloyd, In Charge, Western Section	5446	662
A. B. Graham, In Charge, Extension Specialists With National Area	5942	387
H. M. Dixon, In Charge, Agricultural Economics Section	3548	664
M. C. Wilson, In Charge, Extension Studies and Teaching	5534	653
L. A. Schlup, In Charge, Visual Instruction and Editorial Section	5937	386
W. H. Conway, In Charge, Budgets and Projects	5919	651
HOME ECONOMICS EXTENSION.		
Grace E. Frysinger, Central Section	5428	788
Florence L. Hall, Eastern Section	5412	659
Madge J. Reese, Western Section	5446	662
Mrs. Ola P. Malcolm, Southern Section	5438	4667
Gertrude L. Warren, Club Organization	5408	663
Miriam Birdseye, Nutrition	6507	2437
Mary Rokahr, Home Management	6507	2437
Ella Gardner, Rural Sociologist in Recreation	2870	2001
Gladys Gallup, Extension Studies	5523	652
Edith L. Allen, Junior Scientist	1443	2004
Beulah Rodgers, Assistant in Club Work	5408	663
Althea Thacker, Assistant in Extension Information	5925	668
Clara Bailey, Assistant in Extension Information	5925	668
BUREAU OF HOME ECONOMICS.		
Dr. Louise Stanley, Chief	6052	2421
Lennah Curtiss Zens, Administrative Assistant	6049	2422
Day Monroe, Economics Division	6404	2428
Charlotte Chatfield, Food Composition Section	6065	2431
Florence B. King, Food Utilization Section	6546	2432
Helen S. Holbrook, Mildred B. Porter, Household Equipment	6536	2624
Ruth Van Deman, Information, Editorial and Home Economics	6056	2425
Mamie F. Nystrom, Library	6053	2426
Hazel E. Munsell, Nutrition Section	6423	2430
Ruth O'Brien, Textiles and Clothing Division	6431	2434
AMERICAN HOME-ECONOMICS ASSOCIATION.		
Helen W. Atwater, Editor, Journal of Home Economics, Mills Building, 17th St. and Pennsylvania Ave., NW		Me-5347
Mrs. Katharine Ansley, Executive Secretary, Mills Building, 17th St. and Pennsylvania Ave., NW		Me-5347
U. S. DEPARTMENT OF LABOR.		
Mary Anderson, Director, Women's Bureau, 14th St. and Constitution Ave.,	1322	Na-8472-36
Katharine Lenroot, Chief, Children's Bureau, 14th St. and Constitution Ave.,	7130	Na-8472- 8

1114-36

	Room no.	Tel. no.
U. S. PUBLIC HEALTH SERVICE.		
Dr. C. E. Waller, Rural Health Program, 19th St. and Constitution Ave.	315	Na-5710-420
OFFICE OF EDUCATION.		
J. W. Studebaker, Commissioner, 1800 H St., NW.	909	Di-1820- 13
Bess Goodykoontz, Assistant Commissioner, 1800 H St., NW.	905	" " -426
Mrs. Katherine M. Cook, Special Problems, 1800 H St., NW.	810	" " -486
Florence Fallgatter, Chief, Home Economics Education, 1800 H St., NW	715	Di-8388- 45
Edna Amidon, North Atlantic States	717	" " - 49
Rua Van Horn, Southern Region	724	" " - 46
Dora S. Lewis, Western Region	721	" " - 11
Susan F. Burson, Special Groups	720	" " - 44
Beulah I. Coon, Studies and Research	722	" " - 36
Marie White, Central Region	721a	" " - 47
RURAL RESETTLEMENT ADMINISTRATION.		
Connie J. Bonslagel, Assistant Director, Rural Rehabilitation, Barr Bldg., 910 17th St., NW.	626	Di-7900- 38
Lucille Reynolds, Supervisor, Home Management Unit, Barr Bldg.	627	" " -140
M. Attie Souder, Home Economist, Rural Resettlement Div., Arlington Hotel	804	" " -158
RURAL ELECTRIFICATION ADMINISTRATION.		
Emily KneuBuhl, Chief, Utilization Section, 2000 Mass. Ave.	--	Po-4990- 51
WORKS PROGRESS ADMINISTRATION.		
Mrs. Ellen S. Woodward, Assistant Administrator, 1734 New York Ave., NW.	916	Di-2310- 28
FARM CREDIT ADMINISTRATION.		
Julia O. Newton, Chief, Family Credit Section, Bureau of Information, Southern Bldg., 1300 E St., NW.	711	Di-1050-492

Shops.

Woodward & Lothrop, Dept. Store, F St. at 11th, NW.	Di - 5300
Garfinckel, Julius, Dept. Store, F St. at 14th, NW.	Na - 7730
Jelleff, Frank R., Women's Shop, 1216 F St., NW.	Me - 0300
Hecht Co., Dept. Store, F St. at 7th, NW.	Na - 5100
Palais Royal, Dept. Store, G St. at 11th, NW.	Di - 4400

Beauty shops.

Woodward & Lothrop, 11th St. at F, NW.	Di - 5300
Frank R. Jelleff, Inc., 1216 F St., NW.	Me - 0300
Katie Dunn, 517 11th St., NW.	Me - 8549

Form RA-RR 36
(Proposed Rev.)
10/27/36

RESETTLEMENT ADMINISTRATION
RURAL REHABILITATION DIVISION
WASHINGTON, D. C.

Application _____
RR case _____
Race: White __ negro __ other __
Veteran: Yes __ no __

HOME MANAGEMENT PLAN

_____, _____, _____, _____, _____, _____
(Name of client) (RFD No.) (Box No.) (Post office) (County) (State)

Location of farm: ____ miles _____ of _____; ____ miles _____ of _____
(No.) (Direction) (Name of center) (No.) (Direction) (Nearest school)

on _____; It is located in: _____, _____, _____
(Road or highway) (Section) (Township) (Range)

Number in household: Total _____. Age of members: Husband _____, wife _____,
other male ___, ___, ___, ___, ___, ___, other female ___, ___, ___, ___, ___, ___

Twelve months beginning _____, _____, _____ Ending _____, _____, _____
(Month) (Day) (Year) (Month) (Day) (Year)

Table A.-FOOD

Items	Quantity used last year	Amount on hand	Quantity for coming year: Standard	Quantity for coming year: Family plan	To be carried over	Plan for providing food: To be produced: Quantity	To be produced: Value: Per unit	To be produced: Value: Total	To be purchased: Quantity	To be purchased: Cost: Per unit	To be purchased: Cost: Total	Other sources (quantity)
	1	2	3	4	5	6	7	8	9	10	11	12
Milk and milk products[a]												
Whole milk.....qts.		xxx			xxx		$	$		$	$	
or butter fat...lbs.		xxx			xxx				xxx	xxx	xxx	
Cheese.....lbs.		xxx	xxx		xxx							
Total milk, etc.	xxx	xxx			xxx	xxx	xxx		xxx	xxx		
Lean meat, fish, poultry	xxx	xxx		xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx
Pork (lean).....lbs.			xxx									
Beef, veal.....lbs.			xxx									
Lamb, mutton....lbs.			xxx									
Fish, game.....lbs.			xxx									
Chicken.....lbs.			xxx									
			xxx									
Total meat, fish and poultry												
Eggs, total doz.												
Fats.....	xxx	xxx		xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx
Butter.....lbs.			xxx		xxx		xxx	xxx				
Lard.....lbs.			xxx				xxx	xxx				
Fat salt pork, bacon			xxx				xxx	xxx				
Oils, other fats lbs.			xxx				xxx	xxx				
			xxx									
Total fats	xxx	xxx				xxx	xxx			xxx		
Flour, cereals.....	xxx	xxx		xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx
Flour.....lbs.			xxx									
Cornmeal.....lbs.			xxx									
Other cereals...lbs.			xxx									
			xxx									
Baker's bread...lbs.			xxx									
Sugars.....	xxx	xxx		xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx
Sugar.....lbs.			xxx									
Molasses, sorghum lbs.			xxx									
Sirup, honey.....lbs.			xxx									
Jams, jellies...lbs.			xxx									
Cod liver oil.....			xxx			xxx	xxx	xxx				
Accessories.....	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx
Coffee, tea, cocoa lbs.			xxx									
Baking powder, soda, yeast			xxx									
Spices, flavoring, extracts, vinegar.....			xxx									
Salt.....lbs.			xxx			xxx	xxx	xxx				
Total, flour, cereals, etc.	xxx	xxx	xxx	xxx	xxx	xxx	xxx		xxx	xxx		xxx
Total, columns 8 and 11	xxx	xxx	xxx	xxx	xxx	xxx	xxx	$	xxx	xxx	$	xxx

[a]Include under "Quantity for coming year" not only the amount of whole milk required for drinking and cooking but also the amount required for butter to be made at home.

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10-27-36

Table A.-FOOD (continued)

Items	Quantity used last year	Amount on hand	Quantity for coming year: Standard	Quantity for coming year: Family plan	To be carried over	Plan for providing food: To be produced: Quantity	To be produced: Value: Per unit	To be produced: Value: Total	To be purchased: Quantity	To be purchased: Cost: Per unit	To be purchased: Cost: Total	Other sources (quantity)
	1	2	3	4	5	6	7	8	9	10	11	12
Amount brought forward	xxx	xxx	xxx	xxx	xxx	xxx	$xx	$	xxx	$xx	$	xxx
Vegetables and fruits												
Potatoes, Irish, sweet lbs.												
Dried beans, peas, nuts lbs.												
Tomatoes, citrus fruits lbs.		xxx		xxx	xxx	xxx	xxx	xxx xx	xxx	xxx	xxx xx	xxx
Tomatoes.....lbs.		xxx	xxx									
Oranges, lemons, grapefruit		xxx	xxx									
Leafy, green, yellow vegetables ....lbs.	xxx											
Other vegetables, fruits.....lbs.												
			xxx									
			xxx									
Dried fruits ...lbs.			xxx									
			xxx									
Total vegetables and fruits	xx		xxx	xxx	xxx	xxx	xxx	$	xxx	xxx	$	xxx
Grand total, food	xxx	xxx	xxx	xxx	xxx	xxx	xxx	$	xxx	xxx	$	xxx

CANNING BUDGET (Supplement to Table A)

	Quantity canned last year	Amount on hand	Quantity for coming year: State standard	Quantity for coming year: Family plan	To be carried over	Cost if purchased at retail
	1	2	3	4	5	6
Canned meat qts.						$
Canned vegetables qts.						
Canned fruits qts.						
Dried fruits lbs.						
Total						$

Table B.-PRODUCTIVE UNITS REQUIRED FOR USE IN HOME

Items	Number	Weight in pounds: Per animal	Weight in pounds: Total
	1	2	3
Animals for meat			
Hogs			
Beef			
Veal			
Lamb			
Chicken, other fowl			
Other animals			
Laying hens		xxx	xxx
Milk cows		xxx	xxx
Total			
Land for vegetables, fruits and cereals	Acres		
Potatoes		xxx	xxx
Other vegetables		xxx	xxx
Fruits		xxx	xxx
		xxx	xxx
		xxx	xxx
Total		xxx	xxx

Table C.-HOUSEHOLD OPERATION

Items	Amount needed for year	Plan for providing: To be produced: Quantity	To be produced: Value: Per unit	To be produced: Value: Total	To be purchased: Quantity	To be purchased: Cost: Per unit	To be purchased: Cost: Total
	1	2	3	4	5	6	7
Wood--cords or loads			$	$		$	$
Coal.....tons							
Kerosene, for lighting and cooking....gals.		xxx	xxx	xxx			
For heating....gals.		xxx	xxx	xxx			
Electricity..kw.hrs		xxx	xxx	xxx			
Ice.....lbs.							
Soap, laundry and toilet.bars							
Washing powder.....		xxx	xxx	xxx			
Other cleaning supplies							
Stationery, postage, ink	xxx	xxx	xxx	xxx	xxx	xxx	
Household sewing supplies	x	xxx	xxx	xxx			
Miscellaneous supplies							
Household service		xxx	xxx	xxx			
Repairs, sewing machine	xxx	xxx	xxx	xxx			
Canning supplies							
Jars (new)....doz.		xxx	xxx	xxx			
Rings.....doz.		xxx	xxx	xxx			
Covers, bottle caps doz.		xxx	xxx	xxx			
Tin cans.....doz.		xxx	xxx	xxx			
Crocks.....		xxx	xxx	xxx			
Paraffin, etc.....		xxx	xxx	xxx			
		xxx	xxx	xxx			
Total	xxx	xxx	xxx	$	xxx	xxx	$

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Table D.-CLOTHING

Items to be provided for coming year	Total number	Number to be obtained: By purchasing ready made	By making at home: From new material	By making at home: Remodelled	Gift, other sources	Estimated cost: Made at home: Yards of new material	Made at home: Per unit	Made at home: Total cost	Purchased: Per unit	Purchased: Total cost	Grand total
	1	2	3	4	5	6	7	8	9	10	11
MEN AND BOYS											
Overalls							$	$	$	$	$
Shirts											
Underwear											
Sleeping garments											
Hose											
Trousers											
Sweaters, jackets											
Hats, caps											
Shoes, boots											
WOMEN AND GIRLS											
House dresses, school dresses											
Aprons											
Better dresses											
Underwear											
Sleeping garments											
Hose											
Sweaters, coats											
Hats, caps											
Shoes, boots											
INFANTS											
Dress patterns, findings, etc.	xxx		xxxx	xxx	xxx	xxxxx	xxx				
Shoe repairs	xxx	xxxx			xxx						
Total	xxx	xxxx	xxxx	xxx	xxx	xxxxx	xxx	$	xxx	xxx	$

Table E.-MEDICAL CARE

Items	Amount spent last year	Estimated cash expenses coming year
	1	2
Doctor's fees	$	$
Dentist		
Hospital, nurse		
Medicine, glasses, other supplies		
Fee for cooperative medical services		
Total	$	$

Table F.-PERSONAL EXPENSES

Items	Amount spent last year	Estimated cash expenses coming year
	1	2
Tobacco, all forms	$	$
Barber		
Toilet supplies		
Other		
Total	$	$

Table G.-THE HOUSE, HOME FACILITIES

Number of rooms General condition

Items	Do not have	Have	Condition: Satisfactory	Condition: Unsatisfactory	Amount to be spent for providing new or repairing old
	1	2	3	4	5
Roof					$
Porch and steps					
Walls and floors					
Yard					
Screens					
Storage space for:					
Milk and butter					
Canned goods					
Potatoes, other vegetables					
Salted and smoked meats					
Well and pump					
Toilet					
Electricity					
Water and plumbing system					
Septic tank					
Total	xx	xxx	xxx	xx	$

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Table H.-FURNISHINGS AND EQUIPMENT

Items to be provided for coming year	Total number	Number to be obtained: By purchasing ready made	By making at home: From new material	By making at home: Remodelled from old	Gift, other sources	Yards new material required	Estimated total cost
	1	2	3	4	5	6	7
Household linen							
Sheets							$
Pillowcases							
Bath towels							
Hand towels							
Dish towels							
Table cloths							
Napkins							
Blankets							
Comforts, quilts							
Mattresses and ticks							
Rugs							
Window shades							
Curtains							
Laundry tubs			xxx	xxx		xxx	
Washboard			xxx	xxx		xxx	
Kitchen utensils			xxx	xxx		xxx	
Dishes			xxx	xxx		xxx	
Knives, forks, spoons			xxx	xxx		xxx	
Lamps and lanterns			xxx	xxx		xxx	
Repairs on furniture and equipment	xx	xxx	xxx	xxx			
Total	xx	xxx	xxx	xxx	xxx	xxx	$
Capital goods:							
Stoves			xxx	xxx		xxx	
Tables						xxx	
Chairs						xxx	
Beds						xxx	
Sewing machine			xxx	xxx		xxx	
Washing machine			xxx			xxx	
Refrigerator						xxx	
Pressure cooker			xxx	xxx		xxx	
Can sealer			xxx	xxx		xxx	
Total	xx	xxx	xxx	xxx	xxx	xxx	$

Table I.-CHURCH, EDUCATION AND RECREATION, ORGANIZATION DUES

Items	Amount spent last year	Estimated cash expenses coming year
	1	2
Church, Sunday school	$	$
Education and recreation:		
Newspapers, magazines		
School books, other school supplies		
Organization dues		
Total	$	$

Table J.-SUMMARY, CASH LIVING EXPENSES FOR YEAR, NON-RECOVERABLE AND CAPITAL GOODS

(To be transferred to Form RA-RR 14)

Items	Total
Non-recoverable goods and services:	$
Food	
Household operation	
Clothing	
Medical care	
Personal	
House, home facilities	
Furnishings and equipment	
Church, education and recreation, organization dues	
Total	$
Capital goods (list items):	
	$
Total	$

(a,b. Other than those listed under capital goods below.)

We agree to do our part in carrying out this home plan to the best of our ability.

(Signed) _____ (Homemaker)

_____ (Farmer)

_____ (Date)

Recommended: _____ (County Home Supervisor) _____ (Date)

_____ (County RR Supervisor) _____ (Date)

Approved for Resettlement Administration:

_____ _____ (Date)

QUESTIONNAIRE ON THE USE OF THE 1937 FARM-FAMILY LIVING OUTLOOK

(To be filled out by home demonstration staff members who attended the U. S. Department of Agriculture Outlook Conferences held in 1935 and 1936).

I. Were round-table discussions_____or group conferences_____held at the institution to study the Federal farm-family outlook and adapt it to State conditions?

What subject-matter and functional groups took part in such conferences?___
_____

II. Did you train county home demonstration agents and State specialists in the use of Farm-Family Outlook material?(yes)_____(no)_____

	No. of H. D. agts. reached	No. specialists reached
1) Through annual conference		
2) Through special State conference		
3) Through district State conference		
4) Through personal conference in county or State offices		

III. Did you discuss farm-family-living outlook material with farm people?

a) At meetings or in talks to women only? (yes)_____(no)_____
Estimate number meetings held_____and attendance_____

b) At combined meetings (men and women)? (yes)_____(no)_____
Estimate number meetings held_____and attendance_____

c) Number of counties reached_____.

IV. Have county home demonstration agents in your State made use of farm-family outlook material in meetings or other project activities with farm people? (yes)_____(no)_____

Number of home demonstration agents using material_____

V. Did the members of your State staff incorporate Farm-Family-Living outlook information in their project work? (yes)_____(no)_____

	(yes)	(no)
Home demonstration leaders?		
4-H club leaders?		
Specialists		
Clothing?		
Food and nutrition?		
House furnishing?		
Home industries?		
Parental education?		
Agricultural?(name below)		

VI. Did you prepare farm-family-living outlook literature for distribution in your State? (yes)_____(no)_____

Was it printed?_____mimeographed?_____or typewritten?_____

Was it combined with agricultural outlook_____or separate?_____

Other?_____Estimate number distributed_____

Please attach one copy of each publication distributed.

VII. Did you, the home demonstration agents, or home-economics specialists make some use of the farm-family-living outlook chart book? (yes)_____ (no)_____

Check by page extent to which you and other extension workers used the charts, and state briefly ways in which they were helpful.

Page	Some	A great deal	Not at all	Ways in which helpful
1				
2				
3				
4				
5				
6				
8a				
11				
12				
13				
14				
15				

VIII. In adapting the U. S. D. A. Farm-Family-Living Outlook Report to your State needs did you make changes? (yes)_____(no)_____

In which of the sections listed below?

	Major changes	Minor changes	No changes
Farm income			
Outside income			
Cash for family living and prices to be paid			
Adjusting family expenditures			
Food and fuel from the farm			
Consumer interests			

IX. What suggestion have you for changing the form and content of the U. S. D. A. Farm-Family-Living Outlook Report and the Chart Book issued last fall (October, 1936)?

X. How and what would you like to have changed in the farm-family-living outlook program, to be held October 25-30, 1937, basing your decision on last year's program?

	More	Less	Same
General program.			
Discussion of home-management extension projects now in progress in various States			
Discussion of recent research in family economics			
Discussion of activities of other Government agencies, as Social Security, Food and Drug Administration, Rural Electrification. (State which)			
Specific topics.			
Report on outlook for farm-family living (income, prices)			
General budgeting and financial planning			
Food expense			
Food production for family use			
Clothing expense and production			
Recreation and reading expense			
Medical care and expense			
Other (specify)			
Consumer buying problems			
Credit for farm families for electrification, housing, household equipment			
Other (specify)			
Methods of presentation.			
Panel discussions			
Short talks, incorporating reports, followed by general discussion			

UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE
WASHINGTON, D. C.

EXTENSION WORK IN HOME MANAGEMENT
EXTENSION SERVICE AND
BUREAU OF HOME ECONOMICS COOPERATING

December 3, 1936.

Dear Home Management Leader:

The 1936 Farm-Family Living Outlook Follow-up Letter.

Letters from you indicate that your State agricultural and farm-family living outlook work is moving along splendidly.

Farm-Family Living Outlook Charts are now available through the United States Department of Agriculture, Bureau of Agricultural Economics. On the enclosed sheet you will find the available charts listed by page number as found in the Farm-Family Living Outlook Chart Book, and negative number. Be sure to order them by negative number and title.

A short summary of the Farm-Family Living Outlook is enclosed. You are the only person receiving this summary. Feel free to adapt it to fit your State conditions, in case you care to distribute it to county home demonstration agents and farm families.

Two radio talks on the Farm-Family Living Outlook by Rowena Schmidt Carpenter and me are enclosed for your perusal and use.

Some of you requested copies of the circular prepared by Mrs. Bonnie V. Goodman, Extension Economist, Home Management, Stillwater, Oklahoma, on "Problem Questions to Use at Outlook Meetings." It is enclosed.

Copies of talks given at the Outlook Conference by Miriam Birdseye and me are also enclosed.

Here is the information you requested on slides as used by Gladys E. Stratton in her talk on that subject. "Ever Ready Announcement Sheets" can be obtained from Williams, Brown & Earle, Inc., Philadelphia, Pennsylvania, at 40 cents per dozen; in lots of 50 for $1.50. Stenographic supply shops also probably keep them.

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Two papers on tours by farm-management specialists are enclosed. Have you ever thought of tours as a means of spreading good family money-management practices? It seems to me the farm-management specialists have an idea here that we could well afford to copy.

Don't forget to exchange outlook material among yourselves. If you need an up-to-date home-management directory write to me for a copy.

Yours for better use of outlook information.

Sincerely,

Mary Rokahr

Mary Rokahr,
Extension Economist,
Home Management.

Enclosures.

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